

26/03/2025

META ANALYSIS

J-Beauty & K-Beauty: Beyond the Glow



QUERY

Can you please provide me overall insights from these two projects and highlight the similarities, differences in both countries

PROJECTS

K-Beauty: Beyond the Glow
South Korea, size: 10

J-Beauty: Beyond the Glow
Japan, size: 10



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SUMMARY

1. Core Priorities & Philosophies

- **Hydration & Gentle Formulations:** In both countries, dryness and skin sensitivity rank high as primary concerns. Consumers actively seek gentle, non-irritating formulations with beneficial ingredients (e.g., cica, ceramide).
- **Ingredient Awareness:** Labels matter more than just brands—participants check for effective actives while avoiding overly harsh or allergenic substances.
- **Balanced Approach to Information:** Whether gravitating toward social media influencers (Korea) or in-store consultations (Japan), consumers want “real proof” before committing.

2. Differences in Routine & Terminology

- **K-Beauty (South Korea):**
 - **Multi-Step Layering:** Extended daily routines (cleanser → toner → essence → serum → cream → masks).
 - **“Moisture + Calm” & “Glow”:** Emphasis on achieving a dewy finish; cica and fermented ingredients for calming or brightening.
 - **Influencer Impact & Tech Tools:** High reliance on YouTube, Instagram, AI-driven brand apps for product recommendations.
- **J-Beauty (Japan):**
 - **Streamlined but Still Layered:** Cleanser → lotion (sometimes called essence) → serum → emulsion/cream, with the popularity of all-in-one products for convenience.
 - **Focus on “Whitening” & Brightening:** Frequent mention of “whitening essence,” pigment-spot reduction, and translucent complexion.
 - **Brand Trust & Cautious Testing:** Preference for department-store consultations, sample usage, and confidence in local regulatory standards.





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SUMMARY

3. Similarities in Product Categories & Concerns

- **Masks & Serums:** Both groups frequently use sheet masks or serums as a targeted boost for hydration or brightness.
- **Fear of Irritation:** Sensitivity leads to cautious testing, label-reading, and reliance on real-life success stories.
- **Social Trends Matter:** Digital sources (Korea) or in-person staff consultations (Japan) both inform consumer choices.

4. Strategic Takeaways

- **Emphasize Mild Yet Effective Formulations:** Whether labeled as “mild,” “whitening,” or “calming,” products that offer visible benefits without causing irritation perform well in both markets.
- **Adapt Communication:** Local marketing language (e.g., “dewy glow” for Korea vs. “whitening/brightening” in Japan) and safety assurances are crucial.
- **Tech and Sampling Balance:** Koreans welcome AI and influencer-driven marketing, while Japanese shoppers often prefer in-store trials and expert advice.
- **Multi-Function & Time-Saving:** Even in ritual-heavy Korea, there’s a growing desire for fewer steps; in Japan, all-in-one products appeal to busy consumers wanting convenience.

In summary, K-Beauty and J-Beauty share the belief that gentle, results-driven skincare—supported by clear product information—earns consumer trust. However, Korean women tend to embrace multiple steps and influencer guidance, while Japanese women often look for streamlined regimens, in-person sampling, and robust domestic quality control. Brands seeking to thrive in either market should tailor their formulations, messaging, and retail strategies to accommodate these nuances.





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INSIGHTS

Prioritization of Skincare Product Categories

- South Korean women emphasize serums, essences, and sheet masks for hydration and targeted treatments.
- Japanese women prioritize lotions and emulsions for their hydrating and foundational role in skincare.

Quotes:

I can never buy a serum with a high concentration of vitamins. - Age 27, Female - K-Beauty: Beyond the Glow

This is Toriden serum. It provides sufficient moisture to the skin that cannot be satisfied with just skin lotion - Age 30, Female - K-Beauty: Beyond the Glow

Because lotion is the foundation of everything - Age 42, Female - J-Beauty: Beyond the Glow

Lotion and sheet masks. I have dry skin that quickly becomes rough, red, and itchy. - Age 20, Female - J-Beauty: Beyond the Glow





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INSIGHTS

Specific Attributes Sought Within Product Categories

- In South Korea, there is a focus on rice-based products for gentle hydration and natural ingredients.
- In Japan, women look for products with anti-aging benefits, advanced formulations like liposomes, and a balance of moisturizing, whitening, and refining qualities.

Quotes:

I mainly use products that contain rice ingredients. They are much more moisturizing and non-irritating. - Age 27, Female - K-Beauty: Beyond the Glow

As I have aged, I have started using cosmetics with anti-aging effects such as wrinkle improvement. - Age 45, Female - J-Beauty: Beyond the Glow

I think liposome-based products tend to be popular. Perhaps because they are perceived to penetrate the skin easily. - Age 32, Female - J-Beauty: Beyond the Glow

The cosmetic ingredients that I consider important are moisturizing, whitening, and refining. - Age 44, Female - J-Beauty: Beyond the Glow





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INSIGHTS

Influence of Cultural Beauty Standards

- South Korean women value a dewy, glass-skin look, leading to a moisture-focused trend.
- Japanese women seek products that enhance natural beauty, with a preference for a refined, elegant, and mature aesthetic.

Quotes:

The recent trend seems to be moisture. People seem to like the sophisticated adhesion that looks moist on the outside but feels dry. - Age 27, Female - K-Beauty: Beyond the Glow

A simple product with an elegant and mature feel. It is famous abroad and admired. - Age 42, Female - J-Beauty: Beyond the Glow

I think it's more important to have a common sense rather than being a celebrity. - Age 42, Female - J-Beauty: Beyond the Glow





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INSIGHTS

Brand Preference and Accessibility

- South Korean women show a strong preference for domestic brands due to perceived suitability for Korean skin and easy access to information.
- Japanese women also tend to favor domestic brands for their perceived safety, familiarity, and accessibility, though there is an openness to international brands for specific needs like fragrance or targeted treatments.

Quotes:

For color cosmetics, international brands are often used, but for skincare, Korean brands are preferred. - Age 27, Female - K-Beauty: Beyond the Glow

I prefer Korean brands that provide easy access to product information. - Age 32, Female - K-Beauty: Beyond the Glow

Domestic products somehow feel more reassuring. - Age 42, Female - J-Beauty: Beyond the Glow

I like overseas brands for their fragrance. However, I have had experiences where they didn't suit my skin. - Age 31, Female - J-Beauty: Beyond the Glow





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COMPARISONS

Prioritization of Skincare Product Categories

K-Beauty: Beyond the Glow	South Korean women heavily emphasize serums, essences, and sheet masks for their hydrating, brightening, and targeted treatment benefits. They see these products as essential steps in their routines for achieving and maintaining a healthy, dewy complexion.
J-Beauty: Beyond the Glow	Japanese women prioritize lotions and emulsions as foundational steps in their routines, appreciating their ability to hydrate and prepare the skin for subsequent products. They also incorporate serums and masks for targeted treatment and additional benefits.





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COMPARISONS

Specific Attributes Sought Within Product Categories

K-Beauty: Beyond the Glow	South Korean women are drawn to products with natural ingredients, especially rice-based formulations for their gentle and hydrating properties. They prioritize products that cater to their specific skin concerns, with a strong focus on addressing issues like dryness, sensitivity, and uneven skin tone.
J-Beauty: Beyond the Glow	Japanese women place a high value on anti-aging benefits, seeking products that address concerns like wrinkles, fine lines, and loss of firmness. They also appreciate advanced formulations, such as liposome-based products, for their enhanced penetration and effectiveness. There is a desire for products that deliver a balance of moisturizing, whitening, and refining qualities.





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COMPARISONS

Influence of Cultural Beauty Standards

K-Beauty: Beyond the Glow	The influence of Korean beauty standards, which emphasize a luminous and flawless complexion, is evident in the participants' preferences. The pursuit of a dewy, glass-skin look drives the popularity of moisture-focused trends and products that provide a radiant finish.
J-Beauty: Beyond the Glow	Japanese beauty standards emphasize a natural, refined, and elegant aesthetic. Women prioritize products that enhance their natural features and create a polished look without appearing overly made-up. Simplicity, maturity, and understated elegance are valued qualities in skincare products.



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COMPARISONS

Brand Preference and Accessibility

K-Beauty: Beyond the Glow	A strong sense of national pride and trust in domestic brands is apparent. Korean women believe that Korean skincare products are better suited for their skin type and needs compared to international brands. They also value the accessibility of product information, which reinforces their confidence in local brands.
J-Beauty: Beyond the Glow	Japanese women demonstrate a preference for domestic brands, attributing their trust to the perceived safety, familiarity, and quality control of Japanese products. However, there is an openness to international brands for specific needs like unique fragrances or specialized treatments that might not be readily available in Japanese brands.



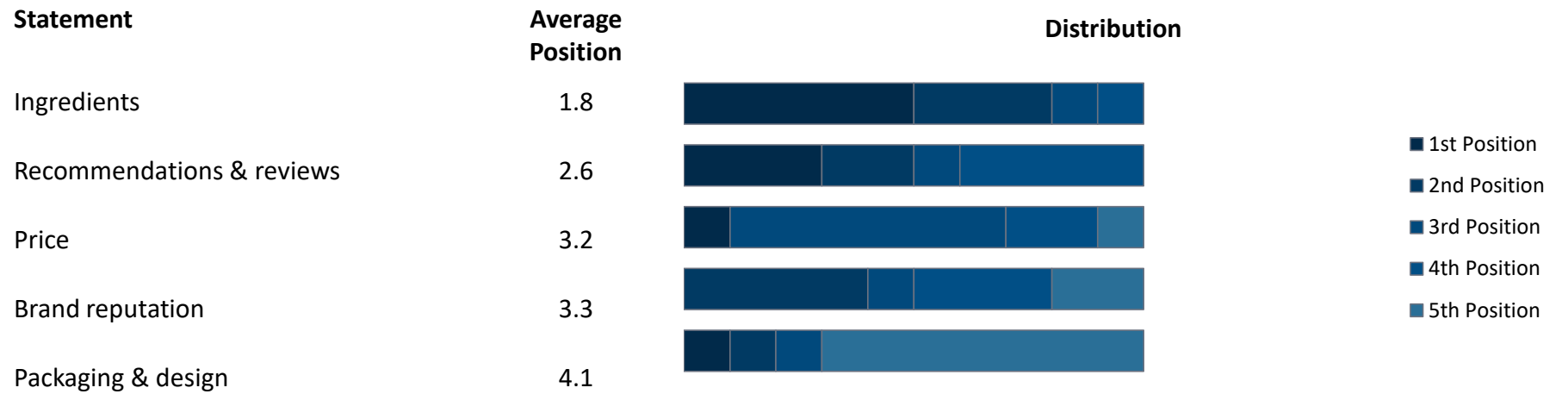
AUDIENCE

Demographics

South Korea, Age 18 to 45, Female

METRICS

What factors influence your decision when purchasing a skincare product? Please rank the following from most important to least important.



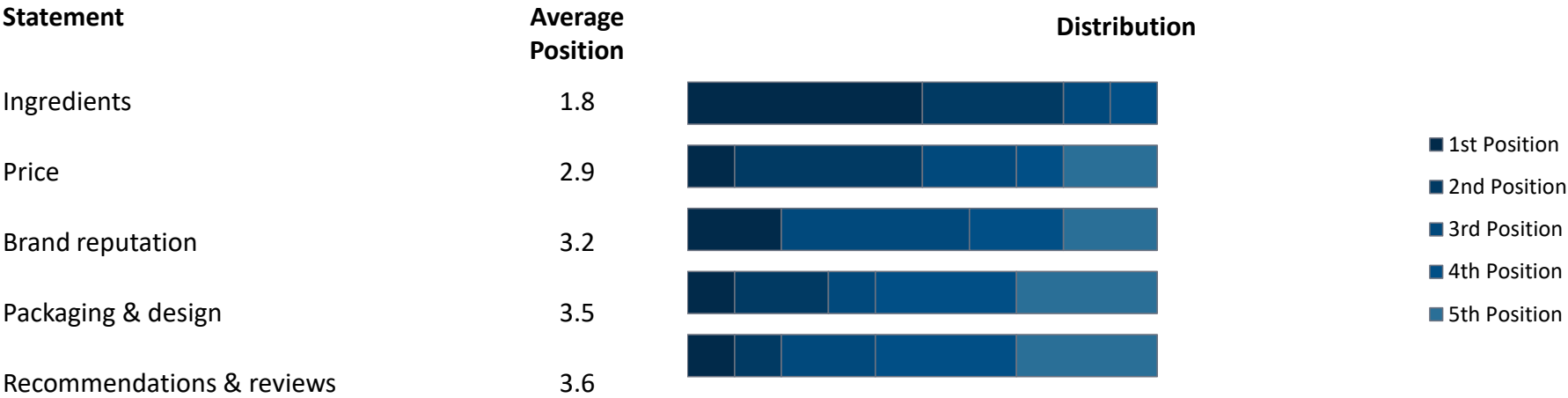


AUDIENCE

Demographics
Japan, Age 18 to 45, Female

METRICS

What factors influence your decision when purchasing a skincare product? Please rank the following from most important to least important.





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