



TRACXN FEED REPORT

K-BEAUTY

APRIL 22, 2025

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Tracxn Insights (1/6)

- The K-Beauty ecosystem holds more than 1.1K+ companies, with 74 funded companies in this space.
 - South Korea leads the K-Beauty landscape in funding followed by United States and India.
 - South Korean startups have contributed to more than 55% of the total funding in this space
 - In terms of number of companies, South Korea leads the space, followed by United States and United Kingdom.
 - The K-beauty sector has emerged as a global sensation, experiencing rapid growth and popularity due to several key factors.
 - Its high-quality products, innovative and natural ingredients, and unique formulations provide fresh solutions that appeal to consumers worldwide.
 - The influence of Korean culture, particularly through K-pop, K-dramas and social media, has significantly shaped global beauty trends and in driving its widespread popularity.

Tracxn Insights (2/6)

- The K-beauty sector has witnessed \$453M in funding till date. The sector saw its peak in funding in 2016 with a total of \$186M raised, and another peak in 2018 when \$148M was raised, followed by a sharp decline.
 - 2024 recorded the lowest funding for this space in the last decade, with \$975K raised, a decline of 90% compared to \$10M raised in 2023. 2025 YTD is a promising year for this sector, considering that the sector has secured \$4.9M within the first 4 months of the year.
 - In the last 5 years, the year 2022 emerged as the highest-funded period for the K-Beauty sector, with total funding of \$12M raised, an increase of 69% compared to \$7.1M raised in 2021.
- Early-stage rounds have driven the majority of funding in the K-Beauty sector in the last 5 years.
 - Early stage funding accounts for 27.8% of the total funding in this space till date with \$126M raised. The entire funding of \$12M raised in 2022, \$10M in 2023, and \$4.9M in 2025 YTD is from early-stage investments. Although 2024 did not witness any early-stage funding.

Tracxn Insights (3/6)

- Late-stage rounds (including PE rounds) raised a total of \$311M in K-beauty space to date, accounting for 69% of the total funding received to date. Although no late-stage investments have been recorded in the K-beauty sector over the past five years.
- Seed stage fundings have witnessed \$15.3M in funding till date. 2024 witnessed \$957K in seed funding. No seed funding has been witnessed in 2025 YTD.
- Top funded K-Beauty companies
 - Memebox is the highest funded K-Beauty startup with an overall funding of \$193M
 - GP Club with an overall funding of \$67.5M
 - Clio Professional with an overall funding of \$50.1M

Tracxn Insights (4/6)

- Top segments in K-Beauty are: Color cosmetics, Multi Category K-Beauty, and Skincare K-Beauty
 - Color Cosmetics K-Beauty brands have raised \$245M in funding to date. The funding in this segment peaked in 2016 with \$177M raised. No funding was witnessed in 2025 YTD in this segment.
 - Multi Category K-Beauty companies have witnessed \$77M funding to date. Entire funding witnessed in 2025 (\$4.9M) was in this segment.
 - Skincare K-Beauty companies have witnessed \$46.5M funding to date. The majority of the funding in this space was witnessed in 2018 when \$33M was raised. No funding has been witnessed in this space in 2025 YTD.

Tracxn Insights (5/6)

- The K-beauty industry has seen a total of 12 acquisitions, with Manyo acquired by Klpartners being the only acquisition recorded so far in 2025 YTD.
 - Manyo, a K-Beauty brand offering natural skin care products was acquired by Klpartners at an acquisition price of \$129M in 2025.
 - The Crème Shop, a brand of beauty and personal care products was acquired by LG Household & Healthcare at an acquisition price of \$120M in 2022.
- The K-beauty startup ecosystem has witnessed 2 unicorns to date.
 - GP Club became unicorn with a valuation of \$1.3B in 2019.
 - Mediheal, provider of facial care products, obtained unicorn status in 2017.
- The K-Beauty ecosystem has witnessed 18 IPOs to date.
 - APR was the only company that went public in 2024.

Tracxn Insights (6/6)

- Goodwater Capital, Pear VC, Altos Ventures Management are the overall top investors in K-Beauty Sector.
 - 500 Global, Barlon Capital, Blueprint are the top seed stage investors in K-Beauty space in the last 2 years.
 - khfamily.kr, Company K Partners, Smile Gate Investment are the top investors in early-stages in the last 2 years.

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K-Beauty - Summary (1/2)

Top Companies

 Clio Professional (1993, South Korea, \$50.1M)	 Althea (2015, South Korea, \$10.5M)
 Macacron (2019, India, \$3.1M)	 StyleKorean (2012, South Korea)
 APR (2014, South Korea, \$6.9M)	 Picky (2020, South Korea, \$1.3M)
 Memebox (2012, United St., \$193M)	 Cosmecca (1999, South Korea)

Scope of Feed

What is included

Includes companies that manufacture and sell K-beauty products, such as skincare, hair care, and facial care, either originating from South Korea or beauty brands adopting Korean beauty principles in their offerings. It also covers retailers, distributors, and marketplaces specializing in K-beauty products.

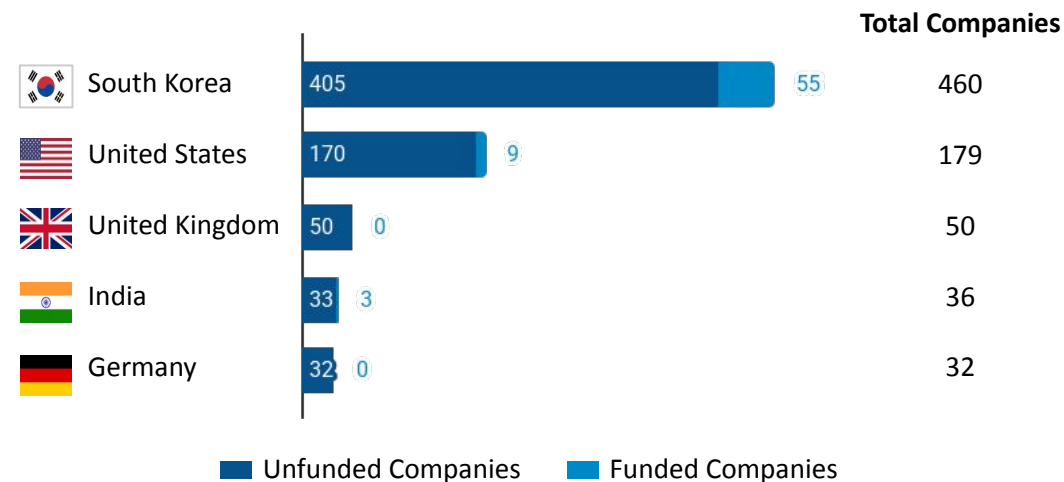
What is not included

Companies offering a broad range of beauty products without a specific focus on K-beauty are excluded.

Key Stats

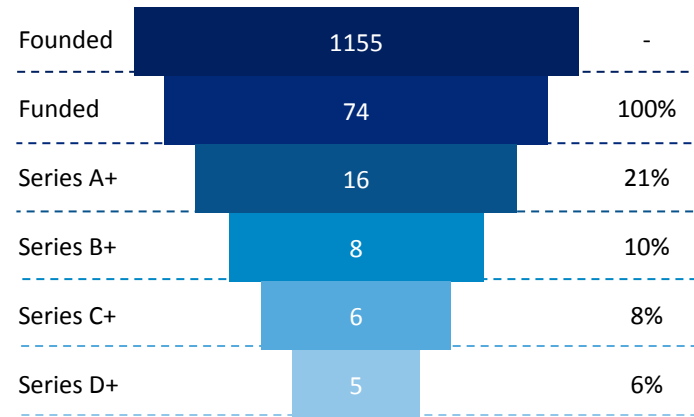


Top Geographies by Companies







K-Beauty - Summary (2/2)

Companies by Stage

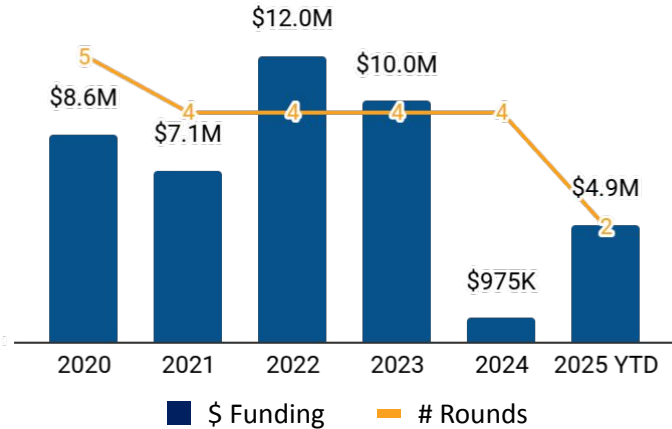


Top Funding Rounds in last 2y

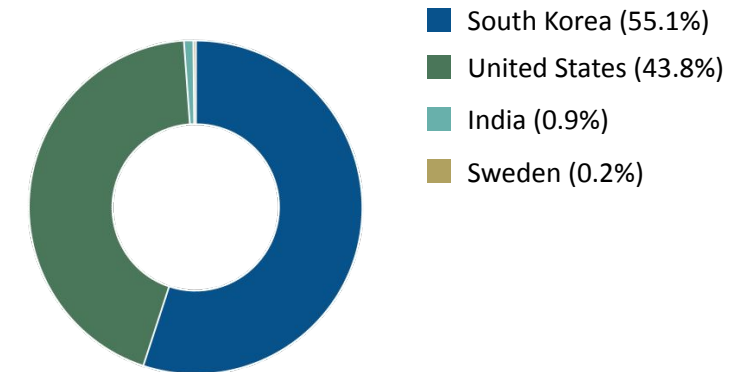
Company	Round Details
 Nature Republic (2009, South Korea, \$4.89M)	\$5M-Series A
 Macacron (2019, India, \$3.15M)	\$3M-Series A
 GLOWiD (2017, Sweden, \$975K)	\$975K-Seed
 APR (2014, South Korea, \$6.88M)	\$785K-Series A

Y-o-Y Funding

Total Funding: \$453M








\$ Funding by Country



Top Investors

Stage	Investor	# Portfolio
Seed Stage	CNT Tech	2
	FuturePlay	2
	500 Global	1
Early Stage	DSC Investment	2
	Korean Development B..	2
	Korea Investment Hol..	2
Late Stage	Altos Ventures Manage..	1
	Amasia	1
	AME Cloud Ventures	1

Top Exits

Type	Company	Acq. Price/IPO Mcap
Acq.	 Manyo (2012, South Korea)	\$129M
	 The Crème Shop (1988, United States)	\$120M
	 hince (2018, South Korea)	\$31.5M
IPO	 Cosmecca (1999, South Korea)	\$6.7B
	 APR (2014, South Korea, \$6.9M)	\$1.4B

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▶ Funding Funnel

Y-o-Y Funding Trends

Y-o-Y Stage wise Funding Trends

Funding by Geography

Median Round Size by Stage

New Entrants to Funded Club

Funding by Team Background - College wise

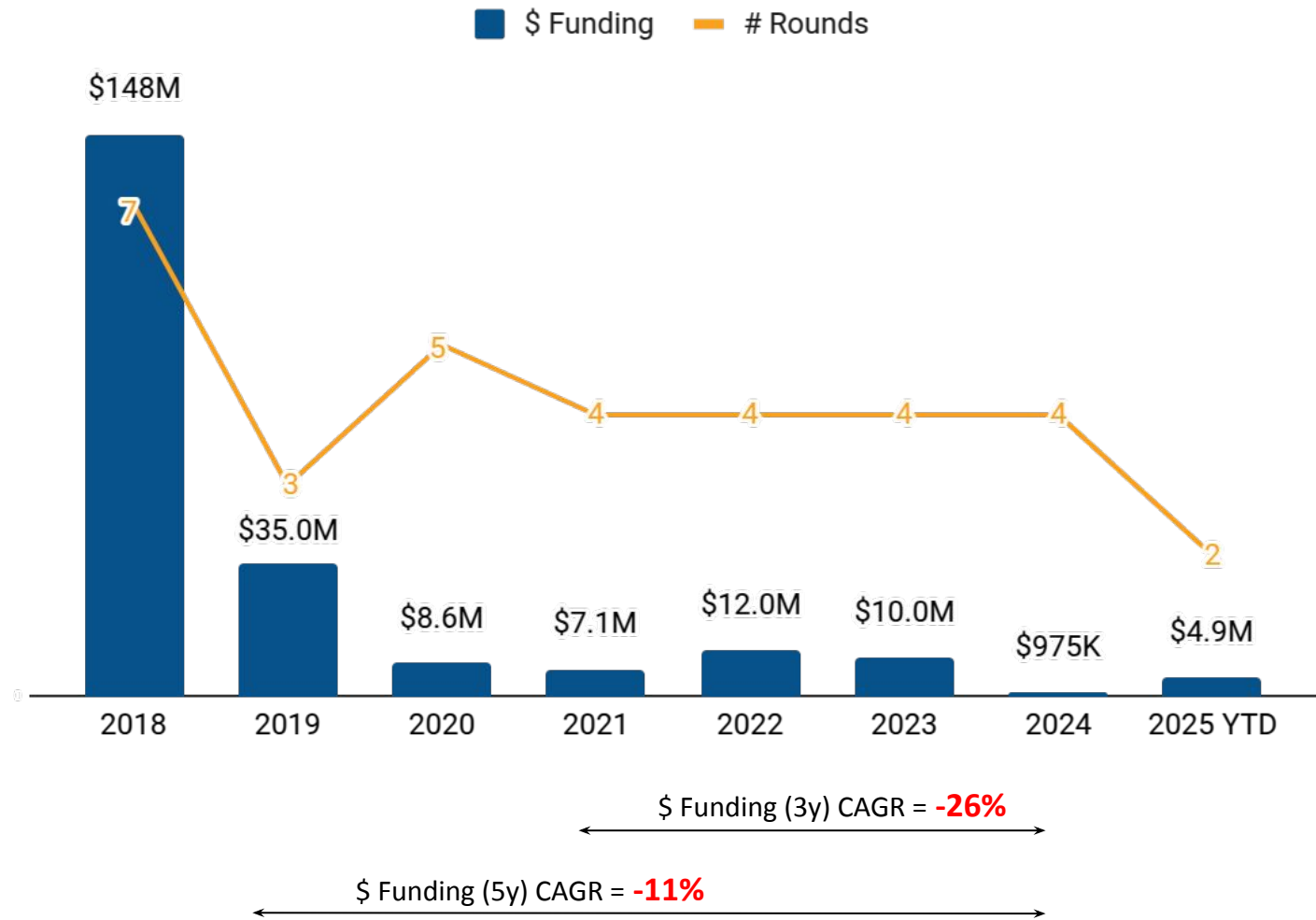
Funding by Team Background - Company wise

Top Funding Rounds in last 24 months





Funding Funnel

Stage	# Companies	Funding Funnel %	Moved from previous Stage %	Avg. Years from first funding
Founded	1,155	-	-	-
Funded	74	100%	6%	-
Series A+	16	22%	22%	3.7
Series B+	8	11%	50%	-
Series C+	6	8%	75%	-
Series D+	5	7%	83%	5.9

Y-o-Y Funding Trends



Top Funding Rounds in last 2 years

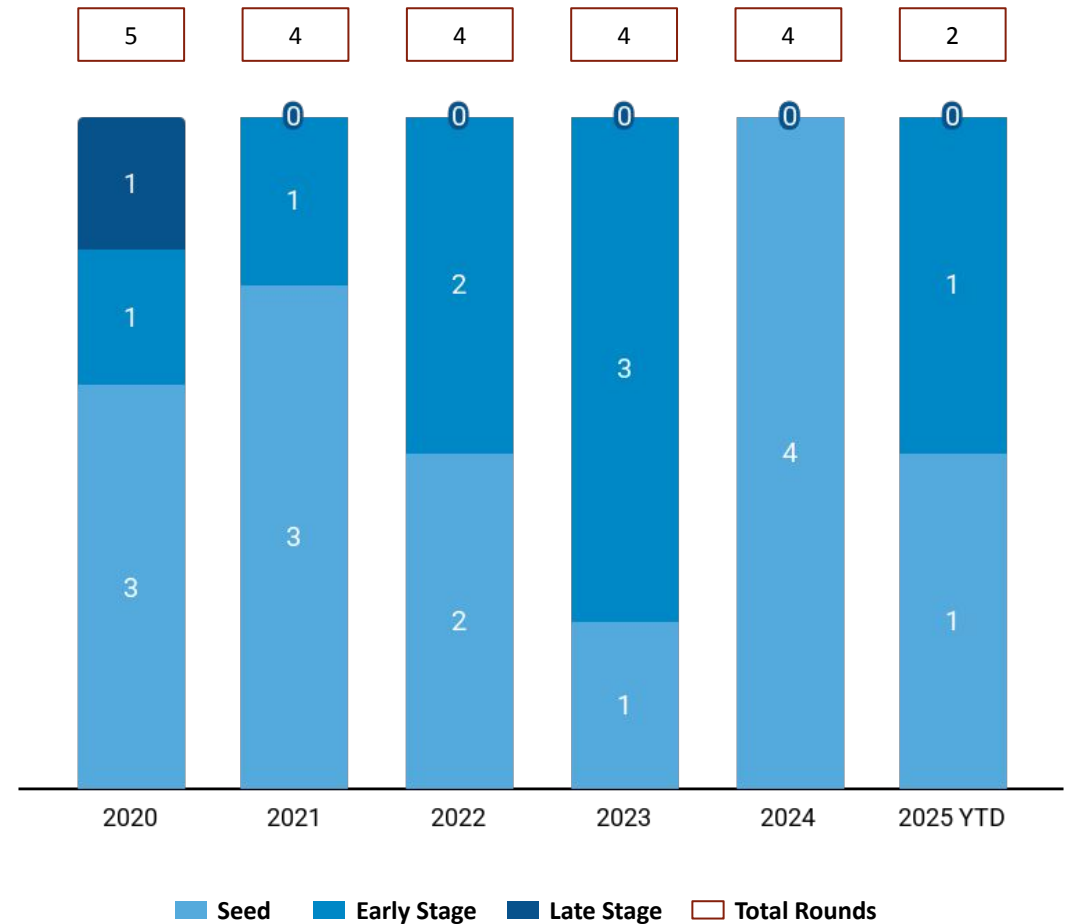
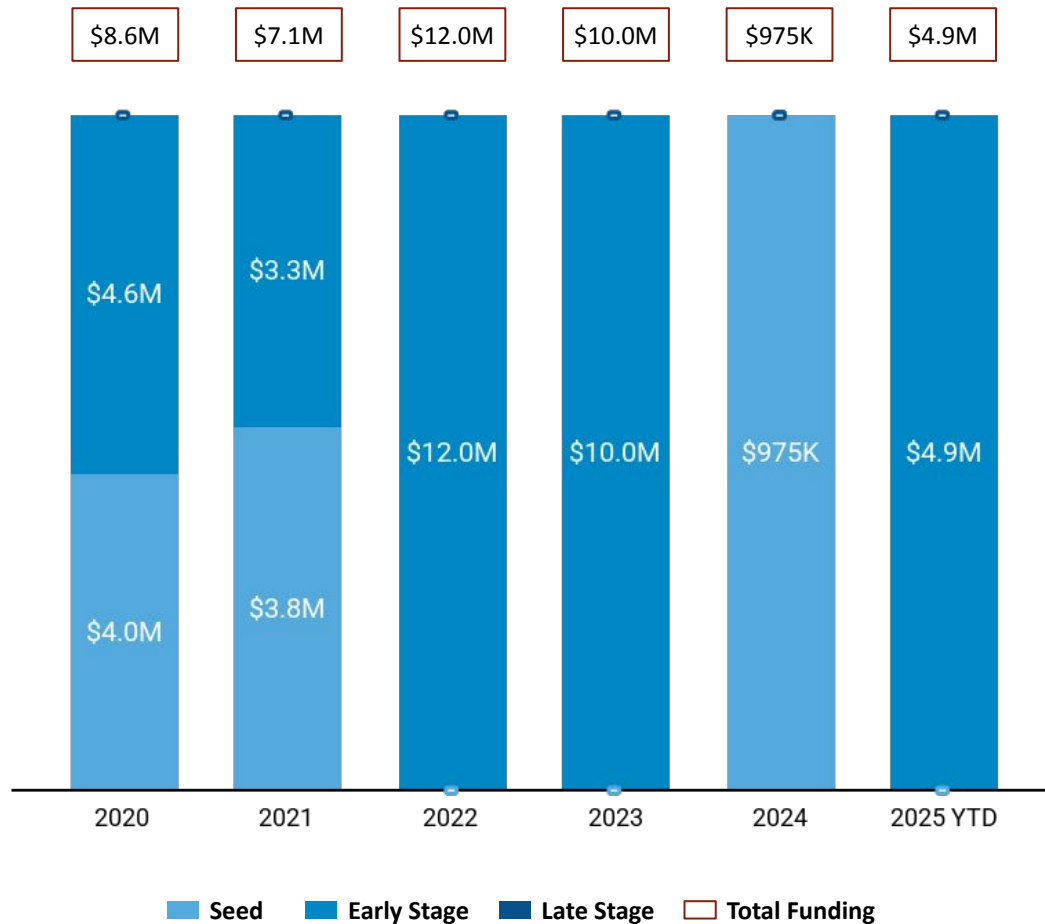
Company	Funding Round
 Nature Republic (2009, South Korea)	\$4.9M - Series A
 Macacron (2019, India)	\$3.1M - Series A
 GLOWiD (2017, Sweden)	\$975K - Seed
 APR (2014, South Korea)	\$785K - Series A

Note: Funding includes only Equity Funding. It excludes Debt, Grant, Post-IPO and ICO funding.

Y-o-Y Stage-wise Funding Trends

Stage-wise \$ Invested









Stage-wise Number of Rounds










Note: Seed includes Seed, Angel rounds. Early Stage includes Series A,B rounds. Late Stage includes Series C+, PE, Pre-IPO rounds.

Funding by Geography

Distribution by Country - Total Funding (\$)

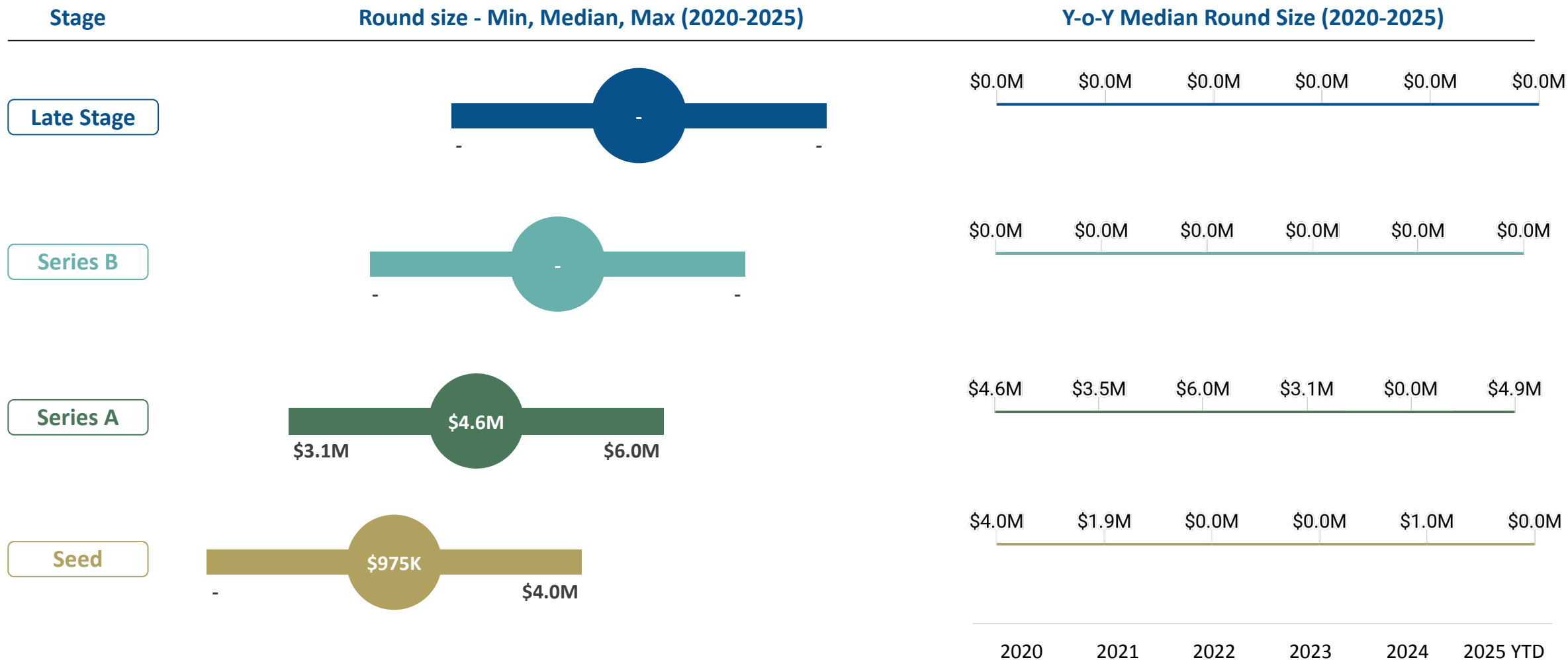
Country	Total Funding (\$)	# Rounds	Top Funded Company
 South Korea	\$250M	37	 GP Club (67.5M)
 United States	\$199M	17	 Memebox (193M)
 India	\$4.0M	4	 Macacron (3.1M)
 Sweden	\$975K	1	 GLOWiD (975K)

Top Cities by Funding

 Seoul	\$250M
 San Francisco	\$193M
 Brea	\$4.0M
 Gurugram	\$3.1M
 New York City	\$1.8M
 Stockholm	\$975K
 Mumbai	\$890K

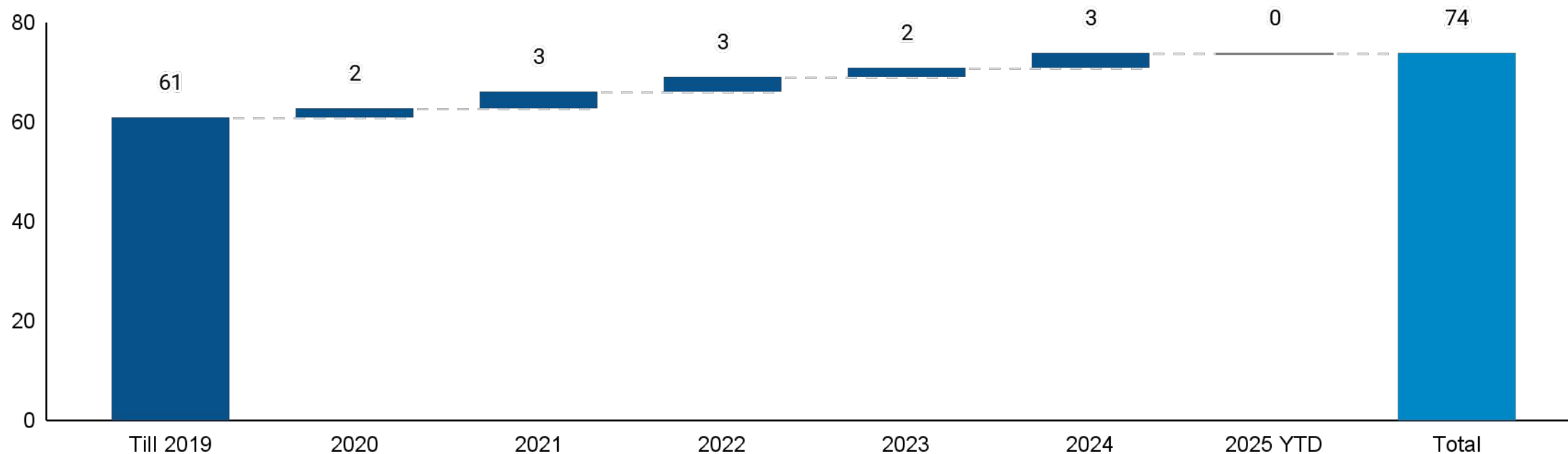
Note: Funding includes only Equity Funding. It excludes Debt, Grant, Post-IPO and ICO funding.

Median Round Size by Stage



Note: Seed includes Seed, Angel rounds. Early Stage includes Series A,B rounds. Late Stage includes Series C+, PE, Pre-IPO rounds.

New Entrants to Funded Club



Notable Companies



Jamface
(2018, South Korea, \$9.1M)



Picky
(2020, South Korea, \$1.3M)



Beauty Selection
(2020, South Korea, \$8.2M)



APR
(2014, South Korea, \$6.9M)



SkinSeoul
(2024, Singapore)

-

Funding by Team Background - College wise

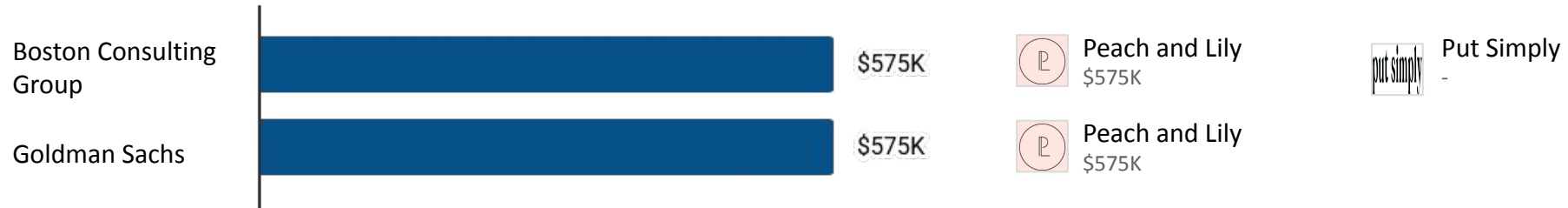
Distribution by Team Background



Note: Number in the bracket is the Total Funding raised by the Company

Funding by Team Background - Company wise





Distribution by Team Background



■ Total Funding

Note: Number in the bracket is the Total Funding raised by the Company

Top Funding Rounds in last 24 months

Company	\$ Amount	Round	Date	Investors
 Nature Republic (2009, South Korea, \$4.89M)	\$5M	Series A	Jan 2025	-
 Macacron (2019, India, \$3.15M)	\$3M	Series A	Jul 2023	Company K Partners, Smile Gate Investment
 GLOWiD (2017, Sweden, \$975K)	\$975K	Seed	Sep 2024	NEA Partners
 APR (2014, South Korea, \$6.88M)	\$785K	Series A	Jun 2023	-

View all 9 funding rounds on [Tracxn Platform](#)

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▶ Y-o-Y Active Investors

Most Active Investors: VC - Seed

Most Active Investors: VC - Early

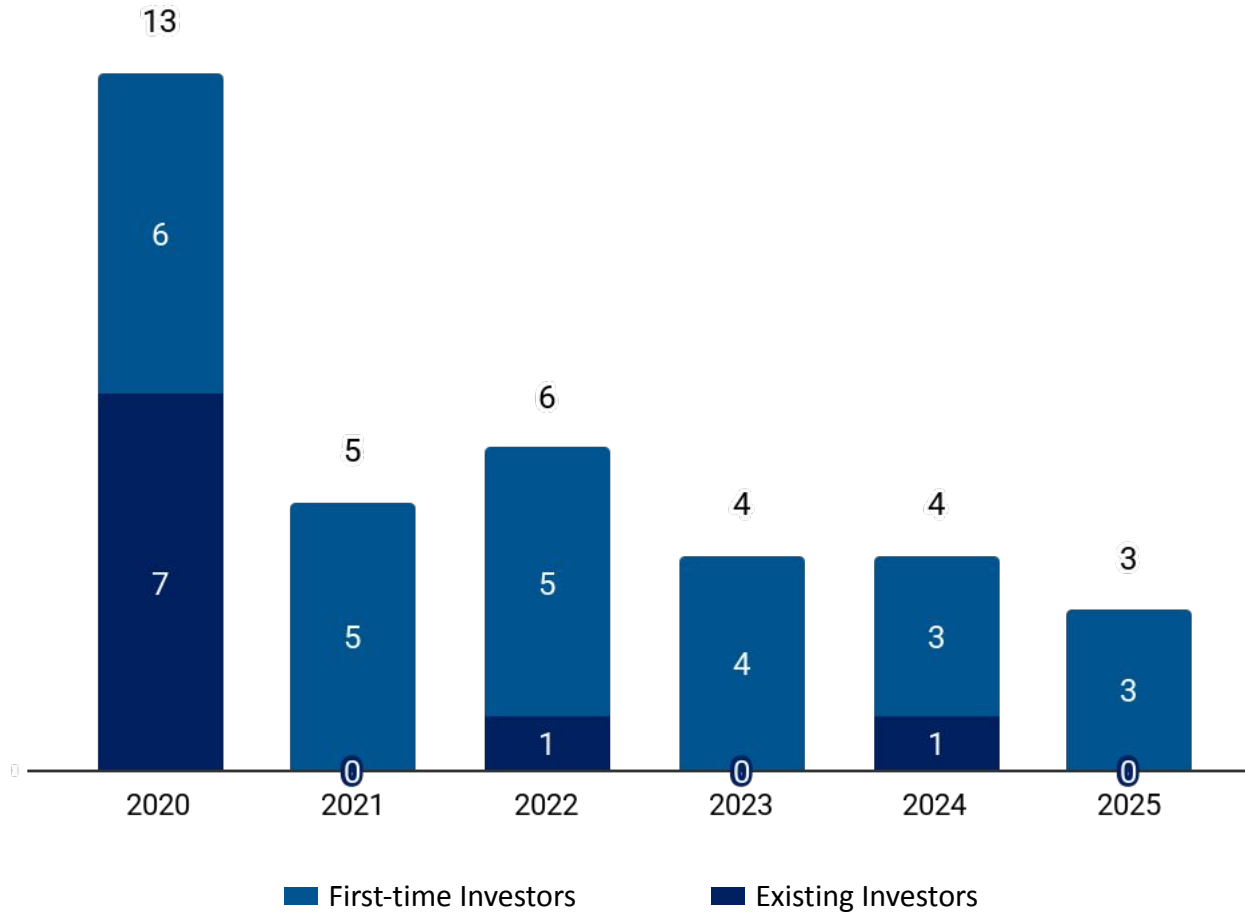
Most Active Investors: VC - Late

Most Active Investors: PE







Most Active Investors: Accelerators & Incubators

Y-o-Y Active Investors

Y-o-Y # of unique Institutional Investors in K-Beauty












Top Institutional Investors in the last 2 years

Stage	Investor name	# Rounds in Last 2y ¹
Seed Stage	 500 Global	1
	 Barlon Capital	1
	 Blueprint	1
Early Stage	 khfamily.kr	1
	 Company K Partners	1
	 Smile Gate Investment	1











Note: First-time investors and Existing Investors are calculated from the available Equity Funding Rounds on Tracxn Platform. 1.The numbers in bracket correspond to the change from previous period.

Most Active Investors: VC - Seed

#	Investor Name	Country	# Overall investments	# Investments in Feed*	Notable Investments in Feed*
1	 BonAngels Venture Partners	South Korea	136	2	Althea (\$10.5M), Bird View (\$600K)
2	 Blueprint	Singapore	4	1	SkinSeoul
3	 CyberAgent Capital	Japan	277	1	Bird View (\$600K)
4	 Fenix Venture Capital	Taiwan	137	1	Memebox (\$193M)
5	 Kakao Ventures	South Korea	160	1	Limese (\$890K)
6	 KOVA Private Investment Association	-	1	1	Power Player Co
7	 NEA Partners	Sweden	21	1	GLOWiD (\$975K)
8	 Signatures Capital	United States	101	1	Memebox (\$193M)
9	 SparkLabs Global Ventures	United States	75	1	Memebox (\$193M)
10	 Amorepacific Ventures	South Korea	22	1	Toun28

Note: *Feed = K-Beauty. The number in bracket refers to the total funding raised by the company.

Most Active Investors: VC - Early Stage

#	Investor Name	Country	# Overall investments	# Investments in Feed*	Notable Investments in Feed*
1	 Altos Ventures Management	United States	229	2	Memebox (\$193M), Beauty Selection (\$8.2M)
2	 Korea Investment Holdings	South Korea	715	1	Jamface (\$9.1M), Nature Republic (\$4.9M), XATION (\$4.0M)
3	 DSC Investment	South Korea	245	1	Craver (\$19.2M), Ultra V
4	 Company K Partners	South Korea	173	1	Macacron (\$3.1M), Ultra V
5	 STIC Ventures	South Korea	56	1	Jamface (\$9.1M), APR (\$6.9M)
6	 AME Cloud Ventures	United States	249	1	Memebox (\$193M)
7	 Bridge Alliance Partners	South Korea	58	1	Althea (\$10.5M)
8	 Daesung Startup Investment	South Korea	65	1	Jamface (\$9.1M)
9	 FirstFloor Capital	Malaysia	18	1	Althea (\$10.5M)
10	 Formation 8	United States	108	1	Memebox (\$193M)











Note: *Feed = K-Beauty. The number in bracket refers to the total funding raised by the company. Early Stage refers to Series A and Series B rounds

Most Active Investors: VC - Late Stage

#	Investor Name	Country	# Overall investments	# Investments in Feed*	Notable Investments in Feed*
1	 Formation Group	United States	3	1	Memebox (\$193M)








Note: *Feed = K-Beauty. The number in bracket refers to the total funding raised by the company. Late Stage refers to Series C & beyond rounds.

Most Active Investors: PE

#	Investor Name	Country	# Overall investments	# Investments in Feed*	Notable Investments in Feed*
1	 LB Investment	South Korea	179	2	Nature Republic (\$4.9M), DUFT & DOFT
2	 Affinity Equity Partners	China	26	1	The Face Shop
3	 Barlon Capital	-	4	1	MiiN Cosmetic
4	 CDIB Capital	China	54	1	Mediheal (\$31.0M)
5	 Detong Capital	China	195	1	Craver (\$19.2M)
6	 EastBridge Partners	South Korea	27	1	Dewey Tree (\$32.5M)
7	 L Catterton	United States	293	1	Clio Professional (\$50.1M)
8	 North Castle Partners	United States	43	1	Glow Recipe
9	 Partners Investment	South Korea	96	1	Unpa (\$1.2M)
10	 Premier Partners	South Korea	165	1	Craver (\$19.2M)

Note: *Feed = K-Beauty. The number in bracket refers to the total funding raised by the company.

Most Active Investors: Accelerators & Incubators

#	Investor Name	Country	# Overall investments	# Investments in Feed*	Notable Investments in Feed*
1	 FuturePlay	South Korea	175	1	Toun28, Reziena
2	 500 Global	Vietnam	2485	1	SkinSeoul
3	 500 Startups	South Korea	23	1	Althea (\$10.5M)
4	 NX NIVEA Accelerator	South Korea	1	1	Reziena
5	 Series Ventures	South Korea	31	1	SkinSeoul
6	 SparkLabs	South Korea	190	1	Memebox (\$193M)
7	 Y Combinator	United States	5269	1	Memebox (\$193M)

Note: *Feed = K-Beauty. The number in bracket refers to the total funding raised by the company.

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Acquisition Trends


List of Acquisitions

Most Active Acquirers


Quick Snapshot - Acquisitions

Key Stats






 **12**
Total Acquisitions

 **14.8 Yrs**
Avg. yrs from first funding to Acq.

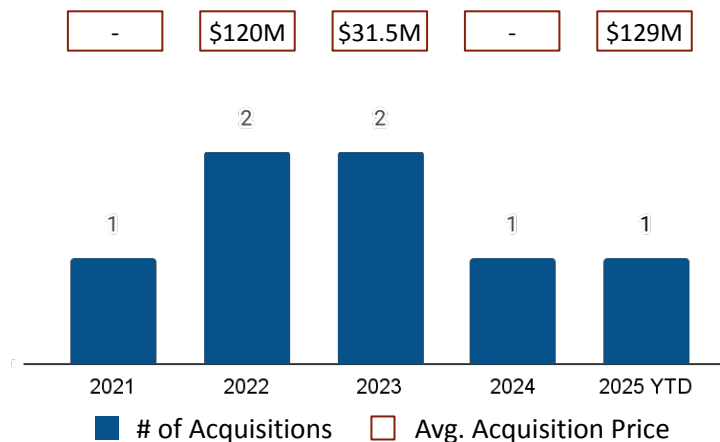
 **\$1.3M**
Avg. Funding raised before Acq.

 **\$93.5M**
Avg. Acq. Price

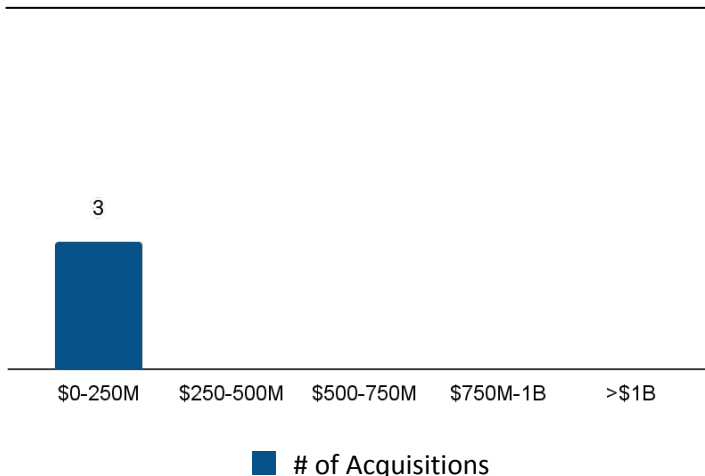
Top Investors by # Acq. Exits

Investor	# Acq.	Notable Acq.
 Affinity Equity Partners	1	The Face Shop
 BASS Investment	1	hince
 Hana Ventures	1	hince
 123 Investment Managers	1	Erborian
 Klim Ventures	1	Picky











Y-o-Y Acquisition Trends













Acquisitions Distribution by Acq. Price





All-time Top Acquisitions

Company	Acq. Price
 Manyo (2012, Seoul)	\$129M
 The Crème Shop (1988, Los Angeles)	\$120M
 hince (2018, Seoul)	\$31.5M
 Kwoonsesang Cosmetic (1998, Seongnam-si)	-
 COSRX (2013, Seoul)	-
 Picky (2020, Seoul, \$1.3M)	-
 KUNDAL (2016, Seoul)	-
 Dr.Jart+ (2004, Seoul)	-
 EUNOGO (2015, Singapore)	-
 stylenanda (2004, Seoul)	-



List of Acquisitions (1/2)

Company	Acquirer(s)	Acq. Date	Acq. Price
 Manyo (2012, South Korea)	klpartners.com	Jan 2025	\$129M
 The Crème Shop (1988, United States)	LG Household & Health Care	Apr 2022	\$120M
 hince (2018, South Korea)	LG Household & Health Care	Sep 2023	\$31M
 Kowoonsesang Cosmetic (1998, South Korea)	L'Oréal	Dec 2024	NA
 COSRX (2013, South Korea)	Amorepacific Group	Oct 2023	NA
 Picky (2020, South Korea, \$1M)	Craver	Jan 2022	NA
 KUNDAL (2016, South Korea)	VIG Partners	May 2021	NA
 Dr.Jart+ (2004, South Korea)	Estee Lauder Companies	Nov 2019	NA
 EUNOGO Shop (2015, Singapore)	CareLabs	Jul 2019	NA
 stylenanda (2004, South Korea)	L'Oréal	May 2018	NA

List of Acquisitions (2/2)

Company	Acquirer(s)	Acq. Date	Acq. Price
 Erborian (2006, Singapore)	L'Occitane	Jul 2012	NA
 The Face Shop (2003, South Korea)	LG Household & Health Care	Nov 2010	NA

Most Active Acquirers

#	Acquirer	Country	# Acq.	Average Acq. Price	Companies Acquired
1	 LG Household & Health Care	South Korea	3	\$151M	The Crème Shop (\$120M), hince (\$31.5M), The Face Shop +3 more
2	 klpartners.com	-	2	\$259M	Manyo (\$129M), ma:nyo US (\$129M) +2 more
3	 L'Oréal	France	2	-	Kowoonsesang Cosmetic, stylenanda +2 more
4	 Amorepacific Group	South Korea	1	-	COSRX +1 more
5	 Craver	South Korea	1	-	Picky +1 more
6	 VIG Partners	South Korea	1	-	Kundal +1 more
7	 Estee Lauder Companies	United States	1	-	Dr.Jart +1 more
8	 CareLabs	South Korea	1	-	Eunogo Shop +1 more

Note: Numbers in bracket indicate the Acquisition Price of the company.

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IPO Trends

List of IPOs


Quick Snapshot - IPOs

Key Stats






 **18**
Total IPOs

 **12.0 Yrs**
Avg. yrs from first funding to IPO

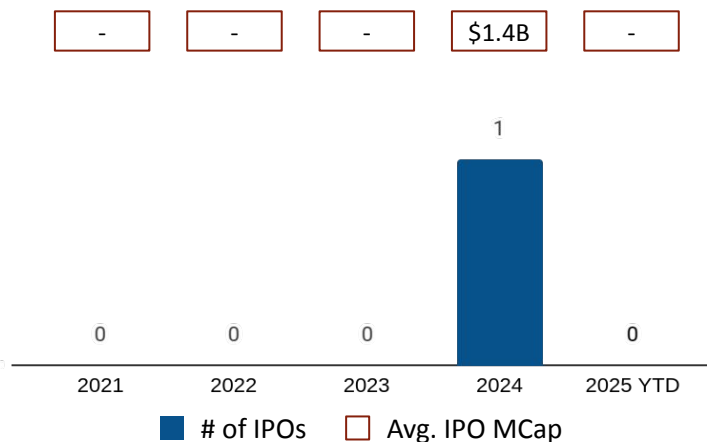
 **\$28.5M**
Avg. Funding raised before IPO

 **\$2.3B**
Avg. IPO MCap

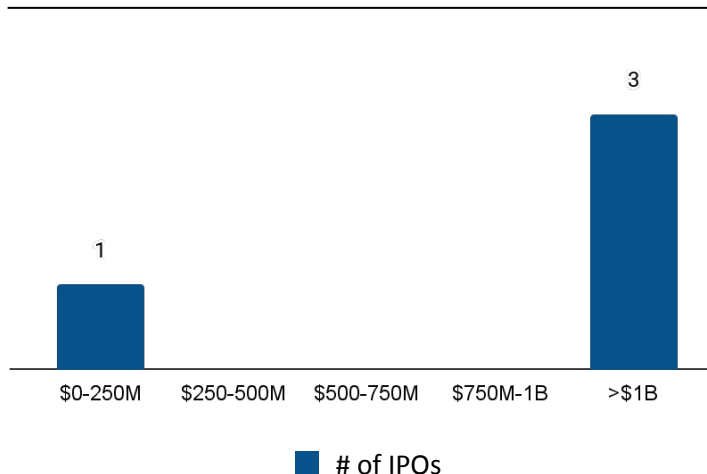
Top Investors by # IPO Exits

Investor	# IPOs	Notable IPOs
 Korea Investment Holdings	2	Able C&C, It's Skin
 IMM Investment	2	APR, Able C&C
 Shinhan Venture Investment	2	APR, Howe Dongcheon
 GNTech Venture Capital	2	APR, Howe Dongcheon
 BNH INVESTMENT	2	Cosmecca, Howe Dongcheon











Y-o-Y IPO Trends













IPOs Distribution by IPO MCap



All-time Top IPOs

Company	IPO MCap
 Cosmecca (1999, South Korea)	\$6.7B
 APR (2014, Seoul, \$6.9M)	\$1.4B
 It's Skin (2006, Seoul)	\$1.3B
 Leaders Cosmetics (1986, Seoul)	\$3.3M
 Huxley (2015, Seoul)	-
 CLIO Professional (1993, Seoul, \$50.1M)	-
 HDC (2009, Seoul)	-
 Able C&C (2000, Seoul)	-
 AmorePacific (1945, Seoul)	-
 Amorepacific Group (1945, Seoul)	-

List of IPOs

Company	Investors	IPO Date	IPO Mcap
 APR (2014, South Korea, \$7M)	SJ Investment Partners, +10 more	Feb 2024	\$1.4B
 Huxley (2015, South Korea)	-	Dec 2019	-
 Clio Professional (1993, South Korea, \$50M)	L Catterton, Songhyun Investment	Nov 2016	-
 Cosmecca (1999, South Korea)	BNH INVESTMENT, Aju IB Investment	Oct 2016	\$6.7B
 Howe Dongcheon (2009, South Korea)	BNH INVESTMENT, Kolon I., +2 more	Dec 2015	-
 It's Skin (2006, South Korea)	Jumei, Korea Investment Holdings	Dec 2015	\$1.3B
 Able C&C (2000, South Korea)	IMM Investment, IMM Hol., +2 more	Sep 2011	-
 AmorePacific (1945, South Korea)	-	Oct 2010	-
 AmorePacific Group (1945, South Korea)	-	Jun 2006	-
 Leaders Cosmetics (1986, South Korea)	-	Jan 2003	\$3M

View all 18 companies on [Tracxn Platform](#)

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Early Stage Editor's Pick











Companies by Geography











Companies by Team Background - College wise

Companies by Team Background - Company wise

Top Companies

Company	Tracxn Score
 Clio Professional (1993, South Korea, \$50.1M)	70.6
 Macacron (2019, India, \$3.1M)	68.4
 APR (2014, South Korea, \$6.9M)	58.7
 Memebox (2012, United St., \$193M)	57.6
 Althea (2015, South Korea, \$10.5M)	56.4
 StyleKorean (2012, South Korea)	54.6
 Picky (2020, South Korea, \$1.3M)	54.0
 Cosmecca (1999, South Korea)	53.8
 innisfree (2000, South Korea)	52.4
 Amorepacific Group (1945, South Korea)	51.4


Company	Tracxn Score
 AmorePacific (1945, South Korea)	49.3
 Mediheal (2009, South Korea, \$31.0M)	47.9
 Sulwhasoo (1997, South Korea)	46.3
 Quench Botanics (2020, India)	44.7
 Laneige (1994, South Korea)	43.9
 FaceTory (2016, United St., \$4.0M)	42.9
 화해 (2013, South Korea)	42.4
 SkinSeoul (2024, Singapore)	42.2
 Able C&C (2000, South Korea)	42.1
 Glowdayz (2013, South Korea)	42.0

Company	Tracxn Score
 The Face Shop (2003, South Korea)	41.5
 Nature Republic (2009, South Korea, \$4.9M)	41.5
 belif (2019, India)	41.1
 It's Skin (2006, South Korea)	41.0
 Jamface (2018, South Korea, \$9.1M)	40.9
 GP Club (2003, South Korea, \$67.5M)	40.8
 Swanicoco (2011, South Korea)	40.6
 Bird View (2014, South Korea, \$600K)	40.5
 AHC (1999, South Korea)	40.5
 Limese (2016, India, \$890K)	40.1

View all 1,155 companies on [Tracxn Platform](#)

Note: Tracxn Score is a proprietary score based on various market signals reflecting the company's size, execution and growth.

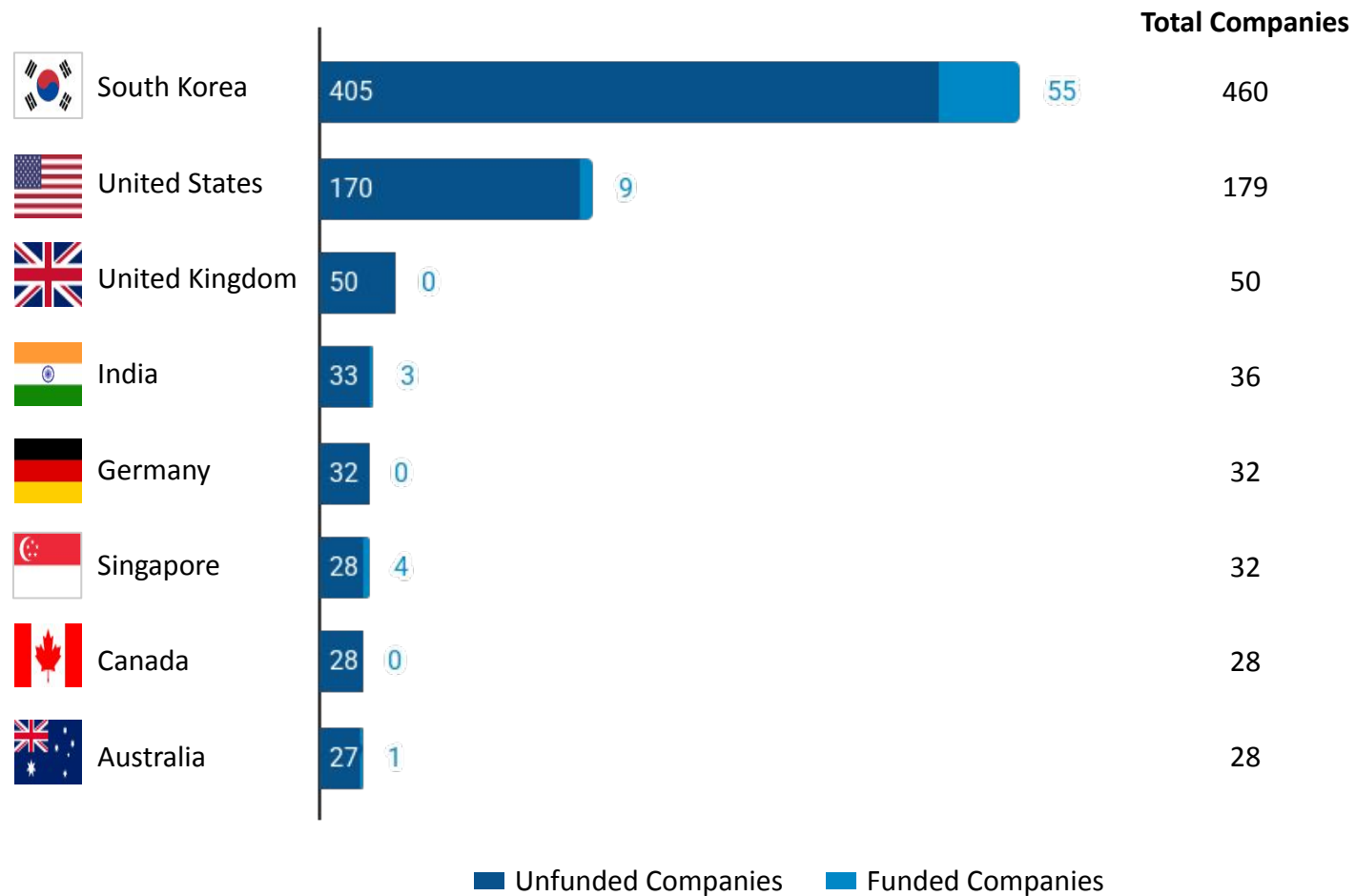
Early Stage Editor's Pick

Company	Tracxn Score
 Beauty Selection (2020, South Korea, \$8.2M)	37.5











Note: Tracxn Score is a proprietary score based on various market signals reflecting the company's size, execution and growth.

Companies by Geography

Distribution by Country - Companies founded

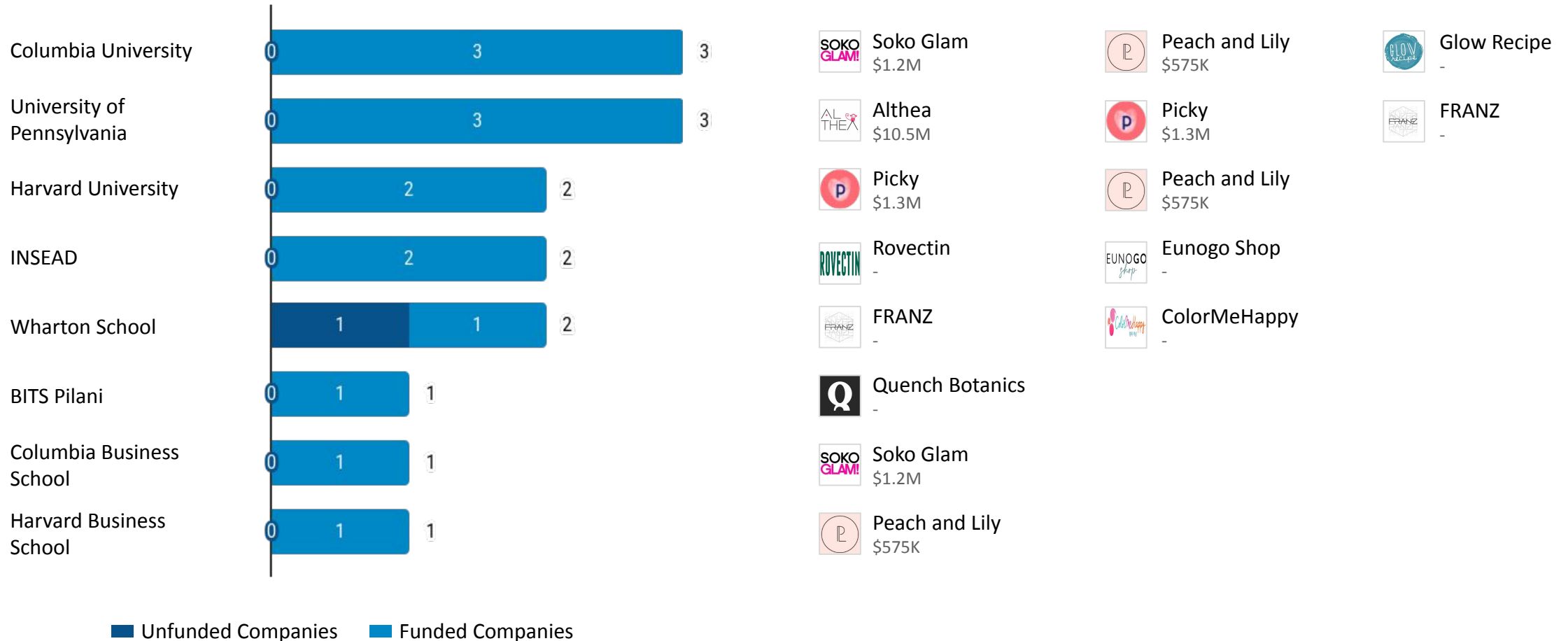


Top Cities by Companies founded

	Seoul	282
	London	26
	Singapore	18
	Incheon	17
	Los Angeles	17
	New York City	17
	Seongnam-si	16
	Dubai	11
	Marina Del Rey	8
	Goyang	8

Companies by Team Background - College wise

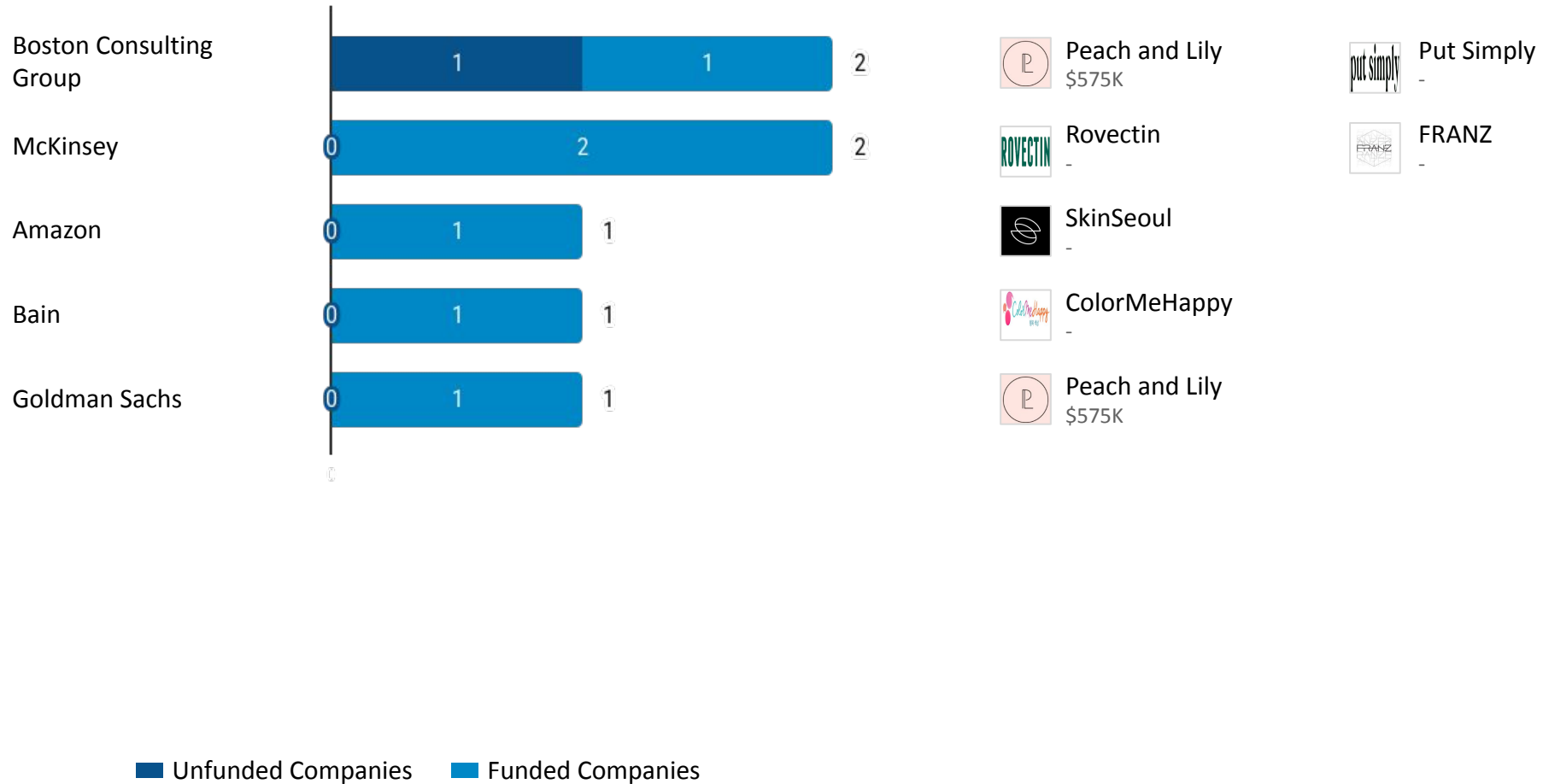
Distribution by Team Background



Note: Number in the bracket is the Total Funding raised by the Company

Companies by Team Background - Company wise

Distribution by Team Background



Note: Number in the bracket is the Total Funding raised by the Company

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Unicorn Trends

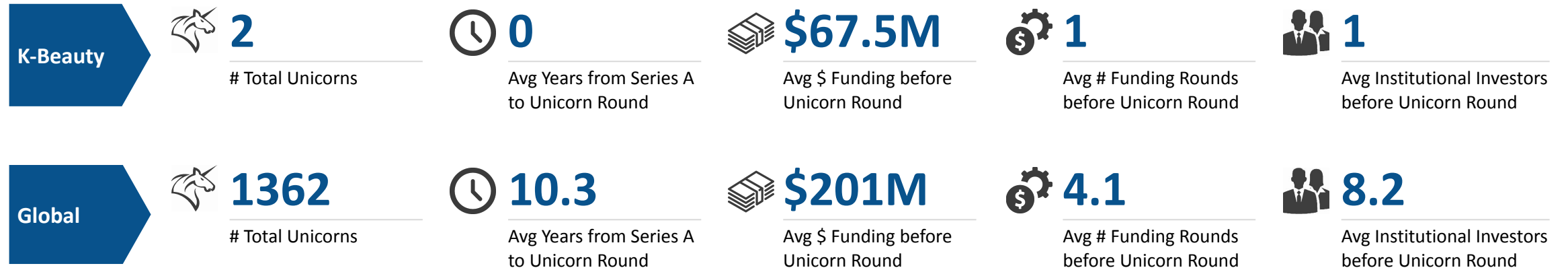
List of Unicorns

Investors in Unicorns by Stage of Entry


Soonicorn Club - List of Soonicorns

Soonicorn Club - List of Minicorns

Unicorn Trends




Top Early Stage Investors


 Industrial Bank of Korea

 SJ Investment Partners


Top Late Stage Investors

 CDIB Capital

 Credit Suisse

 Goldman Sachs

Top Countries

 South Korea (2)

Note: Investors refers to Institutional Investors only. Top Investors are calculated based on investments before the Unicorn Round.

List of Unicorns

Company	Short Description	Unicorn Event Date	Time from Series A (yrs) ¹	\$ Funding ²	# Rounds ²	# Investors ²
 GP Club (2003, Seoul, \$68M)	Brand of natural beauty & personal care products	Jun 2019	-	\$68M	1	1
 Mediheal (2009, Seoul, \$31M)	Brand of facial care products	Apr 2017	-	-	0	0

1 - Time taken from First funding to the Unicorn Event Date. 2 - Before Unicorn Round



GP Club

Brand of natural beauty & personal care products



2003
Founded

South Korea
Country

\$67.5M
Funding

\$445M
Annual Revenue

201
Employee Count

NA
Twitter Followers

NA
Mobile Downloads

NA
App Rating

NA
News Mentions

Founding Team

Jungwoong Kim
CEO



Top Competitors



L'Occitane
(1976, Paris, \$10M)



Johnson & John...
(1886, New Brunswick)



L'Oréal
(1909, Clichy)



Estee Lauder
(1946, New York City)



Godrej
(1897, Mumbai)



HUL
(1933, Mumbai)

[View all 146 Competitors](#)

Funding Rounds

Oct 2018 \$68M Series C Goldman Sachs



Mediheal

Brand of facial care products



2009
Founded

South Korea
Country

\$31.0M
Funding

\$212M
Annual Revenue

NA
Employee Count

NA
Twitter Followers

NA
Mobile Downloads

NA
App Rating

NA
News Mentions

Funding Rounds

Apr 2017	-	PE	CDIB Capital
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Top Competitors



innisfree
(2000)



Laneige
(1994, Seoul)



Nature Republic
(2009, Seoul, \$5M)



Swanicoco
(2011, Seoul)





Craver
(2014, Seoul, \$19M)



hince
(2018, Seoul)


[View all 91 Competitors](#)

Investors in Unicorns by Stage of Entry

Company	Seed Stage	Early Stage	Late Stage
 GP Club (2003, Seoul, \$68M)	-	-	Goldman Sachs
 Mediheal (2009, Seoul, \$31M)	-	-	-



Note: "Investors" includes only those Institutional Investors who have invested before the Unicorn Round.

Soonicorn Club - List of Soonicorns

Company	Tracxn Score
 Memebox (2012, United St., \$193M)	57.6

Note: A Soonicorn is a company which is likely to achieve US \$1 billion valuation in the short to medium term. Tracxn Score is a proprietary score based on various market signals reflecting the company's size, execution and growth.

Soonicorn Club - List of Minicorns

Company	Tracxn Score
 Althea (2015, South Korea, \$10.5M)	56.4
 Dewey Tree (2017, South Korea, \$32.5M)	35.4

Note: A Minicorn is a company which is likely to achieve US \$1 billion valuation in the medium to long term. Tracxn Score is a proprietary score based on various market signals reflecting the company's size, execution and growth.

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Taxonomy

Taxonomy

Taxonomy	# Cos Tracked	# Funded Cos.	Total Funding	\$ Funding (Last 2y)	Notable Companies
B2B E-Commerce	2	1	\$19.2M	-	Craver, Umma
Beauty Tech	769	53	\$320M	\$4.1M (▼77%)	Macacron, Memebox
Beauty & Personal Care Products	587	52	\$406M	\$5.7M (▼72%)	Clio Professional, APR

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Transactions

- US, Europe bet big on K-beauty products, skincare with acquisition deals [BEAMSTART](#)
- Interparfums Acquires Goutal's Intellectual Property Rights from Amorepacific [Fashionsnap.com](#)
- Amorepacific to sell Goutal fragrance IP to Interparfums [mk.co.kr](#)
- Interparfums acquires intellectual property rights from Maison Goutal [Investing](#)
- Interparfums : Small Increase After A Nice Acquisition [Fortuneo](#)
- Interparfums subsidiary acquires Goutal brand [Seeking Alpha](#)
- EBRD invests 5 mln euro in Slovenian Incom's 27 mln euro bond [SeeNews](#)
- Lg Cns Kospi Ipo Struggles, Kakaopay And Apr See Uptick [mk.co.kr](#)
- KH Group Invests 7 Billion Won in Nature Republic [bloter](#)
- "Kate" launches new foundation series: liquid and powder foundations with a focus on "non-dull colors" [WWDJAPAN](#)

Company Updates

- Fation Launches Nosca9 Deep Pore Cleanser in the US [PR Newswire](#)
- MakeON Upgrades Gem Sono Therapy Relief Skincare Device [Korea Newswire](#)
- Anua Expands Globally, Launching on Amazon in Europe, Middle East, and Australia [PR Newswire](#)
- Microsoft CEO Satya Nadella Praises Beauty Giant Amorepacific's Use of Azure AI Foundry To Offer Per.. [Latestly](#)
- Hera's Profit Rises Despite Revenue Drop [la Repubblica](#)
- NYC skincare company grabs eyeballs for selling dozen eggs for under \$4, netizens say 'Whoa, Ridicul.. [Livemint](#)
- COSRX Tops Amazon Rankings with Insight-Driven Skincare Bundles That Prioritize Consumer Needs [PR Newswire](#)
- Sulwhasoo Debuts Reformulated Concentrated Ginseng Rejuvenating Collection [Beauty Packaging](#)
- Mediheal Expands Globally After Selling 3.1 Bn Mask Packs [mk.co.kr](#)
- COSRX's The Ceramide Skin Barrier Moisturizer Sells Out in 2 Days [PR Newswire](#)

Recent Key News (2/3)

Legal

- Glow Recipe Sues Makeup By Mario Over “Watermelon Glow” Trademark [Global CosmeticNews](#)
- Halper Sadeh LLC Investigates FOCS [Kentucky Today](#)

Partnerships

- Sulwhasoo Expands US Market Presence Through Macy's Partnership [Businesskorea](#)
- Anua and World Vision Sign MOU to Support Children with Skin Diseases [Korea Newswire](#)
- Innisfree expands quick commerce reach with Zepto launch [Fashion Network](#)
- Amorepacific’s Aestura debuts in the US with Sephora partnership [Global CosmeticNews](#)
- Innisfree partners with quick commerce platform Blinkit [Fashion Network](#)
- Tirtir enters Indian offline market with Reliance's Tira [Fashion Network](#)
- Korean beauty brand TIRTIR debuts offline in India with Reliance Retail's Tira [Indiatimes](#)
- ANUA Enters Ulta Beauty, Largest Beauty Chain in the US - "Advancing as a Global Beauty Brand" [PR Newswire](#)
- K-beauty brands partner with Daiso [The Korea Times](#)
- Amorepacific Partners With Sephora in Bold Bid for U.s. Growth [Global CosmeticNews](#)

Recent Key News (3/3)

People Movement

- Ex-Telefonica CEO Joins Glow Advisory Board [MobileWorldLive](#)
- Global beauty platform Viewble joins Min Sae-rom, founder of Rom&nd, who led the myth of K-bea.. [Korea Newswire](#)
- AmorePacific names President of China unit [Global CosmeticNews](#)
- Amorepacific appoints new president for China [SHINE](#)
- Amorepacific appoints new North America head on leadership reshuffle [Fashion Network](#)
- Ex-L'Oréal and Unilever Exec Appointed CEO of Amorepacific North America [Beauty Packaging](#)
- Amorepacific Overhauls Leadership Of Key Overseas Subsidiaries [Global CosmeticNews](#)
- Truly Beauty Appoints New Chief Operating Officer and Chief Sales Officer [Beauty Packaging](#)
- Dr.Jart+ appoints K-pop group Enhyphen as first-ever global ambassador [Fashion Network](#)
- Antler appoints Frank Kang as associate partner for Malaysia [nst.com.my](#)

Other

- Chosen by Consumers: Amazon's Top COSRX Picks for Products People Love and Trust [PR Newswire](#)
- Amorepacific Group Announces 2024 Business Performance [Korea Newswire](#)
- Cosmecca Korea's Global Expansion Bolstered by Indonesian Halal Certification [Businesskorea](#)
- Amorepacific Named CES 2025 Innovation Award Honoree [PR Newswire](#)
- Amorepacific Named CES 2025 Innovation Award Honoree [CNW](#)
- APR Corp. Targets Global Beauty Market Share Expansion with Participation in CES for Two Consecutive.. [Cerebral](#)
- Global K-beauty leader Mimibox selected as 'Family-friendly excellent company' in 2024 [Korea Newswire](#)
- Hera, growing useful.Exceeded 280 million in the first nine months [la Repubblica](#)
- AMOREPACIFIC'S DIVERSIFICATION DRIVE PAYS OFF AS Q3 PROFITS RISE 160 PERCENT [Global CosmeticNews](#)
- Amorepacific Q3 earnings more than double on overseas sales [Korea Herald](#)

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Vendor Discovery

#	Vendor Name	Country	# Customers	Customers
1	 CREMA	South Korea	7	It's Skin, TirTir, Jayjun, Jmsolution +3More
2	 IG COSTECH	South Korea	7	Clio Professional (\$50.1M), The SAEM (\$2.5M), It's Skin, The Face Shop +3More
3	 Capssion	China	2	AHC, Dr.Jart
4	 Perfect Storm	Germany	2	AmorePacific, stylenanda
5	 Plansahead	South Korea	2	Etude House, Laneige
6	 Walk Insights	South Korea	2	Etude House, Sulwhasoo
7	 Agillitics	United States	1	Memebox (\$193M)
8	 a mont	South Korea	1	AmorePacific
9	 AnyMind Group	Singapore	1	Etude House
10	 AnyTag	Singapore	1	Etude House

Note: Numbers in bracket indicate the total funding of the company.

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