

Hanskin

HOW IT ALL BEGAN

Hanskin, a renowned skincare brand, traces its origins back to 2001, when it was founded in Seoul, Korea. The company was later acquired by the Celltrion Group, known for its pharmaceutical products. The idea for Hanskin emerged from the founder of Celltrion's belief in the potential of combining medical and cosmetic businesses to create a brand that could genuinely cure and care for the skin. Unlike traditional skincare, Hanskin's focus was on "skincure," aiming to clear and improve the skin's health. Their initial claim to fame was their BB cream, a product that has now gained worldwide popularity as one of the pioneers of this category.

Around five years ago, Hanskin expanded its reach internationally to promote the concept of K-skincare, with a primary emphasis on skincare products such as cleansers, moisturizers, and brightening solutions—all designed to align with their core value of clearing the skin.

Apart from Hanskin, the company also established another brand called Plodica, which specializes in vegan products. Recognizing the increasing popularity of vegan cosmetics worldwide, Plodica aimed to break the stereotype that vegan ingredients are not as effective as non-vegan ones. Their core value lies in producing high-performance vegan skincare products.

HOW TO STAY AHEAD OF TRENDS

To stay ahead of the latest skincare trends, Hanskin employs a dedicated team of researchers who continuously monitor the market and gather information from material suppliers. This research is then used to develop innovative formulations that align with their brand philosophy. Unlike many other brands, Hanskin benefits from having its own R&D laboratory for cosmetics due to its foundation as a pharmaceutical company, allowing them to remain constantly updated with the latest trends.

The Korean skincare market has witnessed significant trends in recent years. The concepts of "glass skin" and "glowy skin" have gained immense popularity, where transparent and radiant skin is considered the epitome of healthy skin texture. This trend is supported by a focus on deep moisturization, a principle Hanskin incorporates into its products to ensure optimal hydration and skin absorption.

Korean skincare products stand out from their international counterparts due to their emphasis on skincare routines and the protection of the skin barrier.

Korean consumers follow a meticulous and detailed approach to skincare, leveraging different products to cater to their specific skin types and concerns.

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TREND (FORECASTS)

In terms of trending ingredients, moisturizing, brightening, and soothing remain dominant themes in the Korean skincare market. Hyaluronic acid, collagen peptides, and ceramides are popular for moisturization, while vitamin C is highly sought-after for its brightening effects. Retinol is also experiencing a resurgence and continuous evolution as an essential ingredient in skincare.

Skincare trends may vary in different regions worldwide. In the USA, consumers might not follow a comprehensive skincare routine, whereas in Korea, they are more invested in identifying their skin type and adopting specific skincare routines accordingly.

For Hanskin, reacting to these trends means incorporating innovative ingredients and improving existing formulations to cater to evolving consumer demands. The company is currently developing retinol and vitamin A skincare products, reflecting their commitment to staying at the forefront of skincare innovation.



WHAT DIFFERENTIATES HANSKIN

Hanskin's best-selling product is its oil cleanser, which enjoys widespread popularity worldwide. The success of this product can be attributed to its three variations, each formulated with additional ingredients catering to specific skin types—sensitive, dry, and normal.

As the beauty industry constantly evolves, Hanskin continues to explore and adapt to emerging trends. Retinol is making a comeback, and refillable products show potential for future trends, although consumer demand for the latter is still in its early stages.

Hanskin's journey in expanding beyond Korea into Europe and the USA has been guided by a passion for skincare, a commitment to innovation, and a dedication to meeting the diverse needs of consumers worldwide. The brand's success lies in its ability to combine traditional wisdom with modern advancements to create effective and results-driven skincare solutions.

Hanskin's decision to launch in the Netherlands in 2018 was strategic, as they aimed to establish a strong base in Europe. The Netherlands' central location made it an ideal hub to reach European customers effectively, spreading the message of K-skincare and the brand's unique offerings.

One aspect that surprised Hanskin while doing business overseas was European consumers' strong preference for vegan products. While vegan skincare is also gaining traction in Korea, Koreans place more emphasis on a product's effectiveness than its vegan status. The Netherlands' customers, on the other hand, prioritize vegan qualifications when choosing skincare products.

When it comes to preferred distribution channels in the Netherlands, Hanskin targets Douglas and online sales. Drugstores are also readily available, but access to specialty stores like Olive Young is more limited due to specific licensing and standards. Despite this, Hanskin aims to expand further into refillable packaging options in the future, promoting sustainability in the industry.

In conclusion, Hanskin has become a global leader in skincare, combining pharmaceutical expertise with a vision for skincure-focused cosmetics. With a commitment to sustainability, innovative ingredients, and customer satisfaction, Hanskin is setting new standards in the beauty industry. As they continue to expand their presence worldwide, the brand's dedication to clear, healthy skin remains at the core of their success.

SUSTAINABILITY AND FUTURE

Sustainability and environmentally friendly practices are essential aspects of Hanskin's approach. As a clean cosmetics and skincare brand, they emphasize using eco-friendly packaging materials like sugarcane and minimizing plastic usage.