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Korean govt expands market entry support for dermatology companies in Europe

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The Ministry of Health and Welfare, South Korea government, has announced that it will open K-Beauty experience and retail spaces in Milan, Italy; Stuttgart, Germany; and Paris, France, to help small and medium-sized Korean cosmetics brands enter the European market. Cosmetics is forming an integral part of the dermatology sector.

K-beauty is rapidly expanding its presence in Europe. In the first half of 2026, Korean small and medium-sized enterprises (SMEs) exported $1.26 billion worth of cosmetics to Europe, up 62.4% from $770 million in the same period last year. Building on this growth, the Health Ministry plans to expand support to help Korean companies reach more local consumers and establish reliable distribution channels.

In major export markets, flagship hubs provide comprehensive market entry support, including product promotion and sales, assistance with certification, and buyer matchmaking. The three new K-beauty locations in Europe will follow this approach, with each tailored to the local market and the participating companies' stage of market entry.

The Health Ministry plans to continue expanding its network of K-Beauty experience and retail spaces to markets including the United States, Vietnam, Chile, Indonesia, Morocco, and Singapore, enabling Korean companies to reach consumers in more overseas markets and establish local sales channels.