KOREA MARKET 1-PAGE DIAGNOSTIC

Glossier in South Korea

Prepared by E:LAB STUDIO (Seoul) with AI-assisted research
Data captured 26 Nov 2026 KST, Korean IP
Unsolicited sample, not commissioned by Glossier

3,260
monthly Naver searches for "글로시에유" (Glossier You) [1]

2,740
monthly Naver searches for "글로시에" (brand, Korean) [1]

633
listings for "글로시에 유" on Naver Shopping price comparison [3]

+22% to +54%
Coupang resale vs. your own KRW price, Glossier You EDP [2] [4]

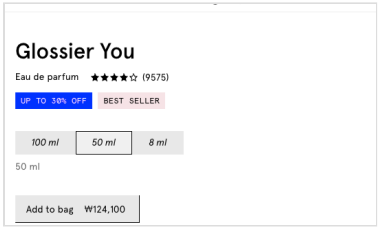
1. SEARCH DEMAND ON NAVER (KOREA'S MAIN SEARCH ENGINE)

Keyword	Meaning	PC / mo	Mobile / mo	Total
글로시에유	Glossier You	260	3,000	3,260
글로시에	Glossier	450	2,290	2,740
글로시에향수	Glossier perfume	70	890	960
GLOSSIER	English spelling	140	740	880
글로시에유오드퍼퓸	Glossier You eau de parfum		combined	170

Read: demand in Korea is product-led (the fragrance is searched more than the brand), and about 88% of it is on mobile.

2. RESALE PRICE GAP: SAME PRODUCT, SOLD BY THIRD PARTIES

Glossier You EDP	glossier.com/en-kr (KRW, "up to 30% off" banner live)	Coupang third-party sellers	Gap
8 ml	₩48,500	₩62,500 / ₩74,600	+29% / +54%
50 ml	₩124,100	₩151,960 / ₩164,490	+22% / +33%
100 ml	₩175,600	₩241,000	+37%



[4] glossier.com/en-kr, 50 ml, ₩124,100



[2] Coupang search "글로시에 유 향수", 50 ml at ₩164,490 and ₩151,960



[3] Naver Shopping, overseas-purchase listings (8 ml ₩49,900 + ₩9,900 shipping)

Your sale price is temporary, so part of the gap is the sale. Even so, Korean shoppers searching on Coupang and Naver see resellers first, not you.

3. WHAT KOREAN BUYERS COMPLAIN ABOUT (PUBLIC POSTS)

- Delivery failure without a Korean-language explanation: one buyer waited almost a month; the parcel was held and returned because export paperwork was missing, found out only by emailing DHL [5].
- Shipping cost: ₩29,340 express fee below the ₩180,035 free-shipping threshold; a buyer skipped a member coupon to reach free shipping instead [5][6].
- Uncertainty about duties: posts explain "how to pay tax" step by step, and older guides still say Glossier "is not available in Korea" and recommend forwarders or group buys [6][7].

4. KOREAN-LANGUAGE GAPS

- The en-kr store we viewed is in English only (product page, shipping banner, prices in KRW).
- No Korean brand presence in search: the first results for your products on Coupang and Naver Shopping are resellers.
- Korean buyers are writing your how-to-buy guides for you (forwarder, tax, delivery time) [5][6][7].

5. NEXT 3 ACTIONS

1. Publish one Korean page (shipping time, duties included or not, returns) and link it from the en-kr footer.
2. Claim a branded presence on Naver (Brand Store or a verified Naver Shopping listing) for Glossier You first.
3. Review the DHL export paperwork for fragrance to Korea and add a Korean order-status email.

Sources: [1] Naver Search Ad keyword tool, monthly searches (last 30 days as reported by Naver), queried 26 Nov 2026 via account E:LAB STUDIO. [2] coupang.com search "글로시에 유 향수", 26 Nov 2026, third-party listings, delivered price incl. free shipping. [3] search.shopping.naver.com "글로시에 유", 26 Nov 2026. [4] glossier.com/en-kr/products/glossier-you, 26 Nov 2026, KRW prices shown to a Korean visitor during a sitewide sale. [5] blog.naver.com/posbz/223503156785 (6 Jul 2024). [6] blog.naver.com/thesosu/224420995256 (31 Oct 2026). [7] blog.naver.com/shipgoon_com/223996714349; blog.naver.com/at0322bo/223522924577. Percentages computed by E:LAB STUDIO. Prices change; screenshots kept on file.
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