

Beauty and Personal Care in Hong Kong, China

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Abstracts

Beauty and personal care performed well in 2018, in part due to the city's wider accessibility to Mainland Chinese tourists via the Hong Kong-Zhuhai-Macau Bridge and the Hong Kong high-speed rail link to the mainland. Despite both only opening in the last quarter of 2018, the number of tourists to Hong Kong rose, with such tourists attracted to Hong Kong as a shopping destination for products such as colour cosmetics, skin care and fragrances, with prestige and premium beauty and personal care p...

Euromonitor International's Beauty and Personal Care in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2014-2018, allowing you to identify the sectors driving growth. Forecasts to 2023 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Executive Summary

Greater Accessibility To Mainland Chinese Tourists Boosts Beauty and Personal Care

Growing Demand for Natural Products and Ingredients

Global Giants L'oréal and Estée Lauder Maintain Lead in 2018

Multitude of New Launches Characterise 2018

Beauty and Personal Care Set To Achieve Positive Forecast Period Growth

Market Data

Table 1 Sales of Beauty and Personal Care by Category: Value 2013-2018

Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2013-2018

Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2014-2018

Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2014-2018

Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2015-2018

Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2013-2018

Table 7 Distribution of Beauty and Personal Care by Format: % Value 2013-2018

Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2018

Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 10 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Sources

Summary 1 Research Sources

Headlines

Prospects

Increasing Child Population in Hong Kong and China Stimulates Demand

2-in-1 Cleansing Gels Take Baby and Child-specific Products by Storm

Superfoods Ingredients Emerge As New Trend in Baby and Child-specific Skin Care

Competitive Landscape

Johnson & Johnson Suffers From Strong Competition

Up-and-coming Brands Perform Well in Online and New Distribution Channels

Parents Place Higher Trust in European Imports for Safety Reasons

Category Data

Table 11 Sales of Baby and Child-specific Products by Category: Value 2013-2018

Table 12 Sales of Baby and Child-specific Products by Category: % Value Growth 2013-2018

Table 13 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2013-2018

Table 14 NBO Company Shares of Baby and Child-specific Products: % Value
2014-2018

Table 15 LBN Brand Shares of Baby and Child-specific Products: % Value 2015-2018

Table 16 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2015-2018

Table 17 LBN Brand Shares of Premium Baby and Child-specific Products: % Value
2015-2018

Table 18 Forecast Sales of Baby and Child-specific Products by Category: Value
2018-2023

Table 19 Forecast Sales of Baby and Child-specific Products by Category: % Value
Growth 2018-2023

Table 20 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: %
Value 2018-2023

Headlines

Prospects

Body Wash/shower Gel Leads Sales With Healthy Growth Expected

Drugstores/parapharmacies Help Boost Sales of Premium Products

Popularity of Refills Grows

Competitive Landscape

Unilever and Reckitt Benckiser Lead Sales Via Premiumisation

International Brands Remain the Most Popular

Niche Local Brands Adopt A Variety of Approaches To Attract Consumers

Category Data

Table 21 Sales of Bath and Shower by Category: Value 2013-2018

Table 22 Sales of Bath and Shower by Category: % Value Growth 2013-2018

Table 23 Sales of Bath and Shower by Premium vs Mass: % Value 2013-2018

Table 24 NBO Company Shares of Bath and Shower: % Value 2014-2018

Table 25 LBN Brand Shares of Bath and Shower: % Value 2015-2018

Table 26 LBN Brand Shares of Premium Bath and Shower: % Value 2015-2018

Table 27 Forecast Sales of Bath and Shower by Category: Value 2018-2023

Table 28 Forecast Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 29 Forecast Sales of Bath and Shower by Premium vs Mass: % Value
2018-2023

Headlines

Prospects

Steady Growth in Deodorants Due To Increasing Usage Occasions

Consumers Prefer Deodorant Sprays Over Other Formats

Skin Care Infusion Becomes the New Trend in Deodorants Products

Competitive Landscape

Beiersdorf Sustains Leadership Position

Unilever Invests in Promotion Rather Than New Product Development in 2018

Kao Heats Up Competition by Moving From Skin Care To Deodorants

Category Data

Table 30 Sales of Deodorants by Category: Value 2013-2018

Table 31 Sales of Deodorants by Category: % Value Growth 2013-2018

Table 32 Sales of Deodorants by Premium vs Mass: % Value 2013-2018

Table 33 NBO Company Shares of Deodorants: % Value 2014-2018

Table 34 LBN Brand Shares of Deodorants: % Value 2015-2018

Table 35 LBN Brand Shares of Premium Deodorants: % Value 2015-2018

Table 36 Forecast Sales of Deodorants by Category: Value 2018-2023

Table 37 Forecast Sales of Deodorants by Category: % Value Growth 2018-2023

Table 38 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2018-2023

Headlines

Prospects

Beauty Salons and In-home Hair Removal Devices Erode Demand for Depilatories

Women's Razors and Blades Remains Stable While Hair Removers/bleaches Contracts

Preference for Japanese Brands

Competitive Landscape

Poor Performance of Removal Creams and Bleaches Stimulates A Change in Focus for Veet

Gillette and Schick Brand Lines Characterise Womens' Razors and Blades

Premiumisation Set To Elevate This Mass Category

Category Data

Table 39 Sales of Depilatories by Category: Value 2013-2018

Table 40 Sales of Depilatories by Category: % Value Growth 2013-2018

Table 41 Sales of Women's Razors and Blades by Type: % Value Breakdown

2014-2018

Table 42 NBO Company Shares of Depilatories: % Value 2014-2018

Table 43 LBN Brand Shares of Depilatories: % Value 2015-2018

Table 44 Forecast Sales of Depilatories by Category: Value 2018-2023

Table 45 Forecast Sales of Depilatories by Category: % Value Growth 2018-2023

Headlines

Prospects

Premium Fragrances Soar Thanks To Their Symbolic Value and Suitability for Gifting

Flavour Notes and Scents Become More Important To Local Consumers

Wider Offline and Online Distribution Channels Contribute To Overall Category Growth

Competitive Landscape

Leadership Position of Traditional Designer Houses Is Challenged

Customers Attracted To Wide Collections and Unique Fragrances of Fragrance

Specialists

Slow Moving Performance of Mass Fragrances Negatively Affects Category Leader

Body Shop

Category Data

Table 46 Sales of Fragrances by Category: Value 2013-2018

Table 47 Sales of Fragrances by Category: % Value Growth 2013-2018

Table 48 NBO Company Shares of Fragrances: % Value 2014-2018

Table 49 LBN Brand Shares of Fragrances: % Value 2015-2018

Table 50 LBN Brand Shares of Premium Men's Fragrances: % Value 2015-2018

Table 51 LBN Brand Shares of Premium Women's Fragrances: % Value 2015-2018

Table 52 Forecast Sales of Fragrances by Category: Value 2018-2023

Table 53 Forecast Sales of Fragrances by Category: % Value Growth 2018-2023

Headlines

Prospects

Strong Performance of Colourants

Further Segmentation in Conditioners and Treatments

Environmental Concerns Push Up Demand for Healthy Protection Against Hair Damage

Competitive Landscape

Procter & Gamble Leads Sales, Followed by L'oréal

L'oréal Ranks Second Through Its Popular Brands

Competition Increases With New Entrants From Niche and Non-hair Care Brands

Category Data

Table 54 Sales of Hair Care by Category: Value 2013-2018

Table 55 Sales of Hair Care by Category: % Value Growth 2013-2018

Table 56 Sales of Hair Care by Premium vs Mass: % Value 2013-2018

Table 57 NBO Company Shares of Hair Care: % Value 2014-2018

Table 58 NBO Company Shares of Salon Professional Hair Care: % Value 2014-2018

Table 59 LBN Brand Shares of Hair Care: % Value 2015-2018

Table 60 LBN Brand Shares of Colourants: % Value 2015-2018

Table 61 LBN Brand Shares of Salon Professional Hair Care: % Value 2015-2018

Table 62 LBN Brand Shares of Styling Agents: % Value 2015-2018

Table 63 LBN Brand Shares of Premium Hair Care: % Value 2015-2018

Table 64 Forecast Sales of Hair Care by Category: Value 2018-2023

Table 65 Forecast Sales of Hair Care by Category: % Value Growth 2018-2023

Table 66 Forecast Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Headlines

Prospects

Natural Ingredients Stimulate Demand Among Hong Kong Customers

New Types of Power Toothbrushes Shift Competition in Dental Floss

Sales of Electric Toothbrushes Set To Perform Well

Competitive Landscape

Category Leaders Compete Via Product Endorsements and Time-limited Promotions

Private Label Gains Ground in Economy Segments

Denture Care Benefits From Ageing Population

Category Data

Table 67 Sales of Oral Care by Category: Value 2013-2018

Table 68 Sales of Oral Care by Category: % Value Growth 2013-2018

Table 69 Sales of Toothbrushes by Category: Value 2013-2018

Table 70 Sales of Toothbrushes by Category: % Value Growth 2013-2018

Table 71 Sales of Toothpaste by Type: % Value Breakdown 2014-2018

Table 72 NBO Company Shares of Oral Care: % Value 2014-2018

Table 73 LBN Brand Shares of Oral Care: % Value 2015-2018

Table 74 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2015-2018

Table 75 LBN Brand Shares of Toothpaste: % Value 2015-2018

Table 76 Forecast Sales of Oral Care by Category: Value 2018-2023

Table 77 Forecast Sales of Oral Care by Category: % Value Growth 2018-2023

Table 78 Forecast Sales of Toothbrushes by Category: Value 2018-2023

Table 79 Forecast Sales of Toothbrushes by Category: % Value Growth 2018-2023

Headlines

Prospects

Sales Recover Following Rebound in Mainland Chinese Tourist Inflows

Air Pollution and Daily Stress Boost High-concentrate Solutions and Natural Care

Strong Growth of Mass Face Masks

Competitive Landscape

L'oréal and Estée Lauder Lead Value Sales

Smaller Pack Sizes Are Driven by Factors Other Than Travel

Glass Continues To Communicate Premium Positioning

Category Data

Table 80 Sales of Skin Care by Category: Value 2013-2018

Table 81 Sales of Skin Care by Category: % Value Growth 2013-2018

Table 82 Sales of Face Masks by Skin Whitening vs Non-Skin Whitening: % Value 2014-2018

Table 83 Sales of Facial Cleansers by Skin Whitening vs Non-Skin Whitening: % Value 2014-2018

Table 84 Sales of Anti-Agers by Skin Whitening vs Non-Skin Whitening: % Value 2014-2018

Table 85 Sales of Toners by Skin Whitening vs Non-Skin Whitening: % Value 2014-2018

Table 86 NBO Company Shares of Skin Care: % Value 2014-2018

Table 87 LBN Brand Shares of Skin Care: % Value 2015-2018

Table 88 LBN Brand Shares of Facial Moisturisers: % Value 2015-2018

Table 89 LBN Brand Shares of Anti-agers: % Value 2015-2018

Table 90 LBN Brand Shares of Firming/Anti-cellulite Body Care: % Value 2015-2018

Table 91 LBN Brand Shares of General Purpose Body Care: % Value 2015-2018

Table 92 LBN Brand Shares of Premium Skin Care: % Value 2015-2018

Table 93 Forecast Sales of Skin Care by Category: Value 2018-2023

Table 94 Forecast Sales of Skin Care by Category: % Value Growth 2018-2023

Headlines

Prospects

Rise in Outdoor Living Boosts Demand for Sun Protection

Sun Care Suffers Competition From Other Beauty and Personal Care Categories

Format, Size and Coverage Remain Key Trends in 2018

Competitive Landscape

L'Oréal and Shiseido in Close Contention for Top Spot

Skin Care Players Erode Share From Traditional Sun Care Players

Innovation To Remain Key

Category Data

Table 95 Sales of Sun Care by Category: Value 2013-2018

Table 96 Sales of Sun Care by Category: % Value Growth 2013-2018

Table 97 NBO Company Shares of Sun Care: % Value 2014-2018

Table 98 LBN Brand Shares of Sun Care: % Value 2015-2018

Table 99 LBN Brand Shares of Premium Adult Sun Care: % Value 2015-2018

Table 100 Forecast Sales of Sun Care by Category: Value 2018-2023

Table 101 Forecast Sales of Sun Care by Category: % Value Growth 2018-2023

Headlines

Prospects

Consumers Seek Quality Beauty and Personal Care Products

Improved Transport Links With Mainland China Boost Sales From Incoming Visitors

More 'affordable' Premium Products Attract A Wider Audience

Competitive Landscape

L'oréal and Estée Lauder Sales Grow Thanks To Strong Premium Portfolios

Industry Players Increasingly Communicate Via Social Media

Personalisation and Novel Fragrances in Demand

Category Data

Table 102 Sales of Premium Beauty and Personal Care by Category: Value 2013-2018

Table 103 Sales of Premium Beauty and Personal Care by Category: % Value Growth

2013-2018

Table 104 NBO Company Shares of Premium Beauty and Personal Care: % Value

2014-2018

Table 105 LBN Brand Shares of Premium Beauty and Personal Care: % Value

2015-2018

Table 106 Forecast Sales of Premium Beauty and Personal Care by Category: Value

2018-2023

Table 107 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Headlines

Prospects

Mass Sales Benefit From Necessity Status

Mass Sales of Face Masks Boosted by Affordable Prices for High-concentrate Solutions

Innovation Increasingly Important in Mass Beauty and Personal Care

Competitive Landscape

Procter & Gamble, Johnson & Johnson and Unilever Lead This Highly Fragmented Category

Mass Brands Predominate in Certain Categories

Mass Vs Masstige

Category Data

Table 108 Sales of Mass Beauty and Personal Care by Category: Value 2013-2018

Table 109 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2013-2018

Table 110 NBO Company Shares of Mass Beauty and Personal Care: % Value

2014-2018

Table 111 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2015-2018

Table 112 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 113 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

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