

# 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.

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