+44 20 8123 2220
info@marketpublishers.com

Beauty and Personal Care in Singapore

https://marketpublishers.com/r/BDFE742165CEN.html
Date: April 2024
Pages: 127
Price: US$ 2,650.00 (Single User License)
ID: BDFE742165CEN

Abstracts

In Singapore, beauty and personal care maintained solid current value growth in 2023, with robust increases across all categories except depilatories, which has been witnessing a consistent slow decline over the past few years. This downturn can be attributed to evolving consumer preferences and behaviours regarding hair removal methods in Singaporean society. By contrast, several categories experienced substantial growth, with some even achieving double-digit current value increases. Sun care i...

Euromonitor International's Beauty and Personal Care in Singapore report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, 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;

+44 20 8123 2220
info@marketpublishers.com

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.

+44 20 8123 2220
info@marketpublishers.com

Contents

Beauty and Personal Care in Singapore
Euromonitor International
April 2024

LIST OF CONTENTS AND TABLES

BEAUTY AND PERSONAL CARE IN SINGAPORE
EXECUTIVE SUMMARY
Beauty and personal care in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for beauty and personal care?
MARKET DATA
Table 1 Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 7 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 10 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028
DISCLAIMER
SOURCES
Summary 1 Research Sources
MASS BEAUTY AND PERSONAL CARE IN SINGAPORE
KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass beauty and personal care categories witness solid growth
Multinationals continue to lead mass beauty and personal care
The premiumisation trend drives value sales within the mass segment
PROSPECTS AND OPPORTUNITIES
Private label to likely threaten mass brands in the near future
Influence of social media set to grow further
Digitalisation provides growth opportunities
CATEGORY DATA
Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023
Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023
Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023
Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028
Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028
PREMIUM BEAUTY AND PERSONAL CARE IN SINGAPORE
KEY DATA FINDINGS

2023 DEVELOPMENTS

Skin care and fragrances continue to drive growth in premium beauty and personal care
Dermocosmetics and ingredient-led narratives driving interest
Premium categories not too affected by inflationary pressures
PROSPECTS AND OPPORTUNITIES
Innovation set to help sustain demand
Diversity and inclusivity to gain momentum within the premium segment
Consumers want more personalisation from premium brands
CATEGORY DATA
Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2018-2023
Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023
Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023
Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value

2023-2028
Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028
BABY AND CHILD-SPECIFIC PRODUCTS IN SINGAPORE
KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining birth rate does not dampen growth
Baby and child-specific sun care sees the strongest volume growth
Natural, organic, and dermocosmetics claims are gaining momentum
PROSPECTS AND OPPORTUNITIES
Mass brands dominate, but premiumisation is a growing trend
It is important for brands to cultivate and maintain trust
E-commerce set to further penetrate baby and child-specific products
CATEGORY DATA
Table 23 Sales of Baby and Child-specific Products by Category: Value 2018-2023
Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023
Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023
Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023
Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023
Table 28 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023
Table 29 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023
Table 30 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023
Table 31 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028
Table 32 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028
Table 33 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028
BATH AND SHOWER IN SINGAPORE
KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth in bath and shower stabilises, with body wash/shower gel seeing the strongest increase
Sales of hand sanitisers continue to decline
Consumers strive to decrease their reliance on single-use plastics
PROSPECTS AND OPPORTUNITIES
Decline in bar soap expected to continue throughout the forecast period
Retail e-commerce set to grow its presence as a strong distribution channel for bath and shower
Private label products set to become more commonplace
CATEGORY DATA
Table 34 Sales of Bath and Shower by Category: Value 2018-2023
Table 35 Sales of Bath and Shower by Category: % Value Growth 2018-2023
Table 36 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023
Table 37 NBO Company Shares of Bath and Shower: % Value 2019-2023
Table 38 LBN Brand Shares of Bath and Shower: % Value 2020-2023
Table 39 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023
Table 40 Forecast Sales of Bath and Shower by Category: Value 2023-2028
Table 41 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028
Table 42 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028
COLOUR COSMETICS IN SINGAPORE
KEY DATA FINDINGS

2023 DEVELOPMENTS

Colour cosmetics sees strong growth in 2023, with sales almost reaching the pre-pandemic level
The “skinification” trend is still going strong
Brands leverage social media to drive sales
PROSPECTS AND OPPORTUNITIES
Innovations in retail to be a focus
Multifunctional products for the win
Celebrity beauty brands receive mixed reviews
CATEGORY DATA
Table 43 Sales of Colour Cosmetics by Category: Value 2018-2023
Table 44 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023
Table 45 NBO Company Shares of Colour Cosmetics: % Value 2019-2023
Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023
Table 47 LBN Brand Shares of Eye Make-up: % Value 2020-2023
Table 48 LBN Brand Shares of Facial Make-up: % Value 2020-2023

Table 49 LBN Brand Shares of Lip Products: % Value 2020-2023
Table 50 LBN Brand Shares of Nail Products: % Value 2020-2023
Table 51 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023
Table 52 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028
Table 53 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028
DEODORANTS IN SINGAPORE
KEY DATA FINDINGS

2023 DEVELOPMENTS

Deodorants sees healthy growth, with deodorant roll-ons in the lead
Competitive landscape remains consolidated
PROSPECTS AND OPPORTUNITIES
The sustainability trend is present in deodorants
Deodorants with skin care ingredients expected to do well
Players must balance natural components with efficacy claims
CATEGORY DATA
Table 54 Sales of Deodorants by Category: Value 2018-2023
Table 55 Sales of Deodorants by Category: % Value Growth 2018-2023
Table 56 Sales of Deodorants by Premium vs Mass: % Value 2018-2023
Table 57 NBO Company Shares of Deodorants: % Value 2019-2023
Table 58 LBN Brand Shares of Deodorants: % Value 2020-2023
Table 59 LBN Brand Shares of Premium Deodorants: % Value 2020-2023
Table 60 Forecast Sales of Deodorants by Category: Value 2023-2028
Table 61 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028
Table 62 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028
DEPILATORIES IN SINGAPORE
KEY DATA FINDINGS

2023 DEVELOPMENTS

Depilatories maintains its declining trend
Hair removers/bleaches continues to decline due to the negative consumer perception of these products
Dermaplaning could create opportunities
PROSPECTS AND OPPORTUNITIES
Permanent hair removal services threaten the growth of depilatories
Opportunities could arise if players innovate further
CATEGORY DATA

Table 63 Sales of Depilatories by Category: Value 2018-2023
Table 64 Sales of Depilatories by Category: % Value Growth 2018-2023
Table 65 Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023
Table 66 NBO Company Shares of Depilatories: % Value 2019-2023
Table 67 LBN Brand Shares of Depilatories: % Value 2020-2023
Table 68 Forecast Sales of Depilatories by Category: Value 2023-2028
Table 69 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028
FRAGRANCES IN SINGAPORE
KEY DATA FINDINGS

2023 DEVELOPMENTS

Fragrances surpasses the pre-pandemic level of value sales in 2023
Sustainability set to be a significant trend
Unisex fragrances sees strong growth
PROSPECTS AND OPPORTUNITIES
Fragrance sets/kits to continue to experience high growth
Consumers will be on the lookout for more personalised products and experiences
Physical retailers to remain preferred by consumers
CATEGORY DATA
Table 70 Sales of Fragrances by Category: Value 2018-2023
Table 71 Sales of Fragrances by Category: % Value Growth 2018-2023
Table 72 NBO Company Shares of Fragrances: % Value 2019-2023
Table 73 LBN Brand Shares of Fragrances: % Value 2020-2023
Table 74 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023
Table 75 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023
Table 76 Forecast Sales of Fragrances by Category: Value 2023-2028
Table 77 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028
HAIR CARE IN SINGAPORE
KEY DATA FINDINGS

2023 DEVELOPMENTS

Hair care continues to see stable growth
Hair loss treatments sees strong growth
Natural and organic products grow in popularity
PROSPECTS AND OPPORTUNITIES
Dynamic growth of salon professional hair care expected

Customisation and “skinification” are set to be growing trends in hair care
CATEGORY DATA
Table 78 Sales of Hair Care by Category: Value 2018-2023
Table 79 Sales of Hair Care by Category: % Value Growth 2018-2023
Table 80 Sales of Hair Care by Premium vs Mass: % Value 2018-2023
Table 81 NBO Company Shares of Hair Care: % Value 2019-2023
Table 82 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023
Table 83 LBN Brand Shares of Hair Care: % Value 2020-2023
Table 84 LBN Brand Shares of Colourants: % Value 2020-2023
Table 85 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023
Table 86 LBN Brand Shares of Styling Agents: % Value 2020-2023
Table 87 LBN Brand Shares of Premium Hair Care: % Value 2020-2023
Table 88 Forecast Sales of Hair Care by Category: Value 2023-2028
Table 89 Forecast Sales of Hair Care by Category: % Value Growth 2023-2028
Table 90 Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028
MEN'S GROOMING IN SINGAPORE
KEY DATA FINDINGS

2023 DEVELOPMENTS

Men’s grooming continues to see strong growth
Procter & Gamble maintains its lead
Retail e-commerce has become an important channel
PROSPECTS AND OPPORTUNITIES
Men’s grooming set to maintain rapid current value growth
Importance will be attached to product ingredients and formulations for self-care
CATEGORY DATA
Table 91 Sales of Men’s Grooming by Category: Value 2018-2023
Table 92 Sales of Men’s Grooming by Category: % Value Growth 2018-2023
Table 93 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023
Table 94 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023
Table 95 NBO Company Shares of Men’s Grooming: % Value 2019-2023
Table 96 LBN Brand Shares of Men’s Grooming: % Value 2020-2023
Table 97 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023
Table 98 Forecast Sales of Men’s Grooming by Category: Value 2023-2028
Table 99 Forecast Sales of Men’s Grooming by Category: % Value Growth 2023-2028
ORAL CARE IN SINGAPORE
KEY DATA FINDINGS

2023 DEVELOPMENTS

Oral care continues to see dynamic growth
Power toothbrushes become increasingly popular
Increased focus on appearance fuels desire for teeth whitening products
PROSPECTS AND OPPORTUNITIES
Sustainability set to be a growing trend within oral care
Growth in retail e-commerce has faltered, but is set to return
CATEGORY DATA
Table 100 Sales of Oral Care by Category: Value 2018-2023
Table 101 Sales of Oral Care by Category: % Value Growth 2018-2023
Table 102 Sales of Toothbrushes by Category: Value 2018-2023
Table 103 Sales of Toothbrushes by Category: % Value Growth 2018-2023
Table 104 Sales of Toothpaste by Type: % Value Breakdown 2019-2023
Table 105 NBO Company Shares of Oral Care: % Value 2019-2023
Table 106 LBN Brand Shares of Oral Care: % Value 2020-2023
Table 107 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023
Table 108 LBN Brand Shares of Toothpaste: % Value 2020-2023
Table 109 Forecast Sales of Oral Care by Category: Value 2023-2028
Table 110 Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
Table 111 Forecast Sales of Toothbrushes by Category: Value 2023-2028
Table 112 Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028
SKIN CARE IN SINGAPORE
KEY DATA FINDINGS

2023 DEVELOPMENTS

Desire for clear skin drives continued value growth
Skin minimalism is the way to go
Ingredient-led narrative continues to grow in importance
PROSPECTS AND OPPORTUNITIES
Increasing hybridity between skin care and colour cosmetics
Dermocosmetics likely to continue to be sought-after
Personalised skin care routines set to be a growing trend
CATEGORY DATA
Table 113 Sales of Skin Care by Category: Value 2018-2023
Table 114 Sales of Skin Care by Category: % Value Growth 2018-2023
Table 115 NBO Company Shares of Skin Care: % Value 2019-2023
Table 116 LBN Brand Shares of Skin Care: % Value 2020-2023

Table 117 LBN Brand Shares of Basic Moisturisers: % Value 2020-2023
Table 118 LBN Brand Shares of Anti-agers: % Value 2020-2023
Table 119 LBN Brand Shares of Firming Body Care: % Value 2020-2023
Table 120 LBN Brand Shares of General Purpose Body Care: % Value 2020-2023
Table 121 LBN Brand Shares of Premium Skin Care: % Value 2020-2023
Table 122 Forecast Sales of Skin Care by Category: Value 2023-2028
Table 123 Forecast Sales of Skin Care by Category: % Value Growth 2023-2028
SUN CARE IN SINGAPORE
KEY DATA FINDINGS

2023 DEVELOPMENTS

Sun care sees exceptional growth, driven by sun protection
Multifunctional sun care products increase their shelf space
Aftersun and self-tanning see much slower growth
PROSPECTS AND OPPORTUNITIES
Increased competition from colour cosmetics and skin care brands
Brands will cater to specific consumer needs
CATEGORY DATA
Table 124 Sales of Sun Care by Category: Value 2018-2023
Table 125 Sales of Sun Care by Category: % Value Growth 2018-2023
Table 126 NBO Company Shares of Sun Care: % Value 2019-2023
Table 127 LBN Brand Shares of Sun Care: % Value 2020-2023
Table 128 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023
Table 129 Forecast Sales of Sun Care by Category: Value 2023-2028
Table 130 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Beauty and Personal Care in Singapore
Product link: https://marketpublishers.com/r/BDFE742165CEN.html
Price: US$ 2,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/BDFE742165CEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970