

# Beauty and Personal Care in Taiwan

<https://marketpublishers.com/r/BABACA171B2EN.html>

Date: June 2023

Pages: 131

Price: US\$ 2,650.00 (Single User License)

ID: BABACA171B2EN

## Abstracts

In 2022, beauty and personal care maintained slow retail volume growth, and also saw solid current value growth. With a surge in COVID-19 cases in the first half of 2022, consumers continued to focus on basic skin care, body care, and hair care products, with medical channels seeing significant growth in sales of skin care products. However, as the social atmosphere began to change in June, with indoor and outdoor social activities resuming, the focus shifted towards sun protection, colour cosme...

Euromonitor International's Beauty and Personal Care in Taiwan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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;

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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