

# Direct Selling in Beauty and Personal Care: The Needed Transformation to Thrive Post-Pandemic

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## Abstracts

Though hit by COVID-19, direct selling stays sixth in beauty and personal care with 8% of value sales in 2020. Flat results in Latin America and good growth in North America balance double-digit decline in Asia Pacific and Australasia. The pandemic-boosted shift to digital will test direct sellers, the business model of human interaction and relationships inevitably turning virtual. Opportunities await those brands willing to reinvent themselves to remain competitive in a post-pandemic world.

Euromonitor International's Direct Selling in Beauty and Personal Care: The Needed Transformation to Thrive Post-Pandemic global briefing offers an insight into to the size and shape of the Beauty and Personal Care market and highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The report also explores developments in the premium vs mass/masstige segments, and the evolution of novel beauty concepts.

**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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Scope of the Report

A Snapshot of Direct Selling in Beauty

Asia Pacific ahead on The Digital Move

Consultants, Key Pillar in The Americas

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