

# The Impact of Coronavirus on Beauty and Personal Care

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## Abstracts

This report examines the early impact of and short-term outlook for the Coronavirus (COVID-19) global pandemic on the beauty industry. Consumption patterns, channel dynamics and beauty routines are seeing inevitable shifts as a result of lockdown measures, selective retail, business and salon closures, and travel restrictions. As seen in previous crises, staple toiletries will show more resilience, while discretionary beauty and the premium segment will suffer in the short and longer term.

Euromonitor International's The Impact of Coronavirus on Beauty and Personal Care 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.

**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

Introduction

Economic Outlook

Industry Impact

Geographic Impact

Corporate Response

Conclusion

About Our Analytic Capabilities

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