

Mass Beauty and Personal Care in China

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Abstracts

Although 2022 was a particularly difficult year for hair care brands, some still managed to grow because of the premiumisation trend. Part of the reason is that Chinese consumers are becoming more discerning in their choices in hair care, and are increasingly willing to invest in the products that deliver better results. For example, Pantene and L'Oréal, both of which have a brand image of being more modern and higher-end mass hair care brands, outperformed their counterparts. Pantene continued...

Euromonitor International's Mass Beauty and Personal Care in 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin 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 Mass 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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