

# Mass Beauty and Personal Care in Singapore

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## Abstracts

Unilever and Wipro Unza are seeing steady growth in the market through the nostalgia trend. Wipro's Enchanteur body spray, and Unilever's Pears bar soap, and Pond's cold cream harken back to a simpler time. Enchanteur has been available in Singapore for some time, but it was sold only through small mom-and-pop stores, and has now expanded its distribution. In light of inflationary concerns, in 2022 consumers flocked to tried-and-tested products. Amongst older locals in their 50s and 60s, there i...

Euromonitor International's Mass 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 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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