

# Premium Beauty and Personal Care in Australia

<https://marketpublishers.com/r/P83F74990FAEN.html>

Date: June 2023

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: P83F74990FAEN

## Abstracts

The expansion of beauty specialists in Australia helped to drive sales growth of premium beauty and personal care in 2022. Prior to the emergence of the pandemic, the channel witnessed a steady increase in value share across most categories, and gained ground from other channels such as department stores. The resumption of in-person shopping as pandemic-related restrictions eased in Australia resulted in a full recovery of value sales through beauty specialists. Retailers such as Mecca Cosmetics...

Euromonitor International's Premium Beauty and Personal Care in Australia 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:** Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium 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 Premium 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

### PREMIUM BEAUTY AND PERSONAL CARE IN AUSTRALIA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Beauty specialists enjoy rising demand and invest in experiential retail

Easing of travel restrictions supports rising sales in 2022

Sustainability concerns encourage players to focus on alternative packaging solutions

#### PROSPECTS AND OPPORTUNITIES

Players must avoid greenwashing as they look to appeal to eco-conscious consumers

Adopting viable omnichannel strategy, while rise in inbound tourism will encourage further investment in airport concessions

Australians to increasingly value combination of skin care and sun care

#### CATEGORY DATA

Table 1 Sales of Premium Beauty and Personal Care by Category: Value 2017-2022

Table 2 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022

Table 4 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022

Table 5 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2022-2027

Table 6 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2022-2027

### BEAUTY AND PERSONAL CARE IN AUSTRALIA

#### EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### MARKET DATA

Table 7 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 12 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 13 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 14 Forecast Sales of Beauty and Personal Care by Category: % Value Growth  
2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Premium Beauty and Personal Care in Australia

Product link: <https://marketpublishers.com/r/P83F74990FAEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P83F74990FAEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970