

Premium Beauty and Personal Care in Hong Kong, China

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Abstracts

The pandemic further accelerated the trend of local consumers gaining greater knowledge of skin care ingredients. With prolonged time spent at home, consumers extensively researched ingredients used in various products and looked for skin care solutions backed by science. Clinical test results are becoming increasingly important, and local consumers respond well to marketing campaigns that highlight the effectiveness of these products. Brands are incorporating storytelling from a marketing persp...

Euromonitor International's Premium Beauty and Personal Care in Hong Kong, 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: 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 HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers prioritise science-backed skin care solutions and become increasingly knowledgeable about ingredients

Expanding product portfolios to widen potential consumer reach

Brands embrace digital tools to engage with younger generations

PROSPECTS AND OPPORTUNITIES

Local consumers seek multifunctional products

Beauty tech and experiential retail are driving the seamless omnichannel experience

Travel spending is a major threat to local retailers

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 HONG KONG, CHINA

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 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 16 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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