

Premium Beauty and Personal Care in the Philippines

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Abstracts

While restrictions were eased in 2021, the COVID-19 crisis continued to constrain demand for premium beauty and personal care products. The deep economic impact of efforts to curb the spread of COVID-19 continued to focus consumers' spending on essential products and encouraged them to trade down to mass beauty and personal care products. As a result, sales remained well below the levels seen in 2019, before the outbreak of COVID-19.

Euromonitor International's Premium Beauty and Personal Care in Philippines 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.

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Competitive landscape remains highly fragmented with premium fragrances remaining key to category sales

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A thirst for ultra-premium brands such as Guerlain Orchidee is present in the market

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