

# Super Premium Beauty and Personal Care in Australia

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## Abstracts

With border closures severely impacting super premium beauty and personal care in 2020, due to a lack of tourists, retailers and brand owners invested significantly in experiential marketing, both online and in-store, to engage with local consumers. During most of the second half of 2020 and the first half of 2021, retailers invested in better in-store experiences as restrictions from the first major lockdown were lifted. For instance, Mecca opened its largest flagship store at the end of Novemb...

Euromonitor International's Super Premium Beauty and Personal Care in Australia report offers a comprehensive guide to the size and shape of the Super Premium Beauty and Personal Care market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Super Premium Beauty and Personal Care retailing along with the development of consumers' shopping patterns. Forecasts to 2025 illustrate how the market is set to change

**Product coverage:** Other Super Premium Beauty and Personal Care, Super Premium Colour Cosmetics, Super Premium Fragrances, Super 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 Super 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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