

# Super Premium Beauty and Personal Care in China

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## Abstracts

Super premium beauty and personal care witnessed dynamic double-digit current value growth in 2020, which demonstrated the category's strong resilience against COVID-19. However, growth was lower than in previous years due to the pandemic, and the category is expected to return to a stronger rate of increase in 2021. The increasing move towards premiumisation and rising disposable incomes are together driving the higher growth of super premium beauty and personal care. Consumers who used to purc...

Euromonitor International's Super Premium Beauty and Personal Care in China 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.

## Contents

### SUPER PREMIUM BEAUTY AND PERSONAL CARE IN CHINA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Remarkable growth sustained by rising premiumisation

Premium fragrances gains momentum

Accelerated digital strategy empowers category growth

#### PROSPECTS AND OPPORTUNITIES

Holistic beauty awareness continues to shape the industry

Beauty specialist retailers are getting a makeover

Super premium skin care brands echo consumers' increasingly sophisticated demands

#### CATEGORY DATA

Table 1 Sales of Super Premium Beauty and Personal Care by Category: Value 2016-2021

Table 2 Sales of Super Premium Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of Super Premium Beauty and Personal Care: % Value 2016-2020

Table 4 LBN Brand Shares of Super Premium Beauty and Personal Care: % Value 2017-2020

Table 5 Distribution of Super Premium Beauty and Personal Care by Format: % Value 2016-2021

Table 6 Forecast Sales of Super Premium Beauty and Personal Care by Category: Value 2021-2026

Table 7 Forecast Sales of Super Premium Beauty and Personal Care by Category: % Value Growth 2021-2026

### LUXURY GOODS IN CHINA

#### EXECUTIVE SUMMARY

Luxury goods in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

#### MARKET DATA

Table 8 Sales of Luxury Goods by Category: Value 2016-2021

Table 9 Sales of Luxury Goods by Category: % Value Growth 2016-2021

Table 10 Inbound Receipts for Luxury Goods by Country of Origin: Value 2016-2021

Table 11 NBO Company Shares of Luxury Goods: % Value 2016-2020

Table 12 LBN Brand Shares of Luxury Goods: % Value 2017-2020

Table 13 Distribution of Luxury Goods by Format and Category: % Value 2021

Table 14 Forecast Sales of Luxury Goods by Category: Value 2021-2026

Table 15 Forecast Sales of Luxury Goods by Category: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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