

# Super Premium Beauty and Personal Care in Taiwan

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## Abstracts

In spite of the presence of the COVID-19 virus, super premium beauty and personal care will continue to perform well in 2021, only seeing a very slight drag on its growth in this year. With the Taiwanese government implementing a national lockdown in mid-2021, socialising in Taiwan was drastically reduced as consumers were spending more time at home to prevent possible contagion with the virus. The first half of 2021 saw demand for product areas such as super premium colour cosmetics and fragran...

Euromonitor International's Super Premium Beauty and Personal Care in Taiwan 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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Reduced socialising continues to impact demand in product areas associated with appearance

Super premium skin care most dynamic as consumers dedicate more time to caring for their skin during the pandemic

Christian Dior remains the leading brand in 2021

#### PROSPECTS AND OPPORTUNITIES

Forecast period CAGR will match the review period CAGR in current value terms

E-commerce to gather pace and continued presence of pop-up stores expected

Coach expands its portfolio into super premium beauty and personal care with the Coach x Sephora collection

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