

# Oral Care in Hong Kong, China

June 2023

**Table of Contents** 

## Oral Care in Hong Kong, China - Category analysis

## **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Enhanced oral care routines continue to drive value growth in 2022

Localisation through celebrity endorsements

The rise of the "lipstick effect" in oral care

## PROSPECTS AND OPPORTUNITIES

Mouthwashes and whitening products offer growth potential, boosted by the lifting of mask mandates Electric toothbrushes to further rise in popularity

## **CATEGORY DATA**

- Table 1 Sales of Oral Care by Category: Value 2017-2022
- Table 2 Sales of Oral Care by Category: % Value Growth 2017-2022
- Table 3 Sales of Toothbrushes by Category: Value 2017-2022
- Table 4 Sales of Toothbrushes by Category: % Value Growth 2017-2022
- Table 5 Sales of Toothpaste by Type: % Value Breakdown 2018-2022
- Table 6 NBO Company Shares of Oral Care: % Value 2018-2022
- Table 7 LBN Brand Shares of Oral Care: % Value 2019-2022
- Table 8 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2019-2022
- Table 9 LBN Brand Shares of Toothpaste: % Value 2019-2022
- Table 10 Forecast Sales of Oral Care by Category: Value 2022-2027
- Table 11 Forecast Sales of Oral Care by Category: % Value Growth 2022-2027
- Table 12 Forecast Sales of Toothbrushes by Category: Value 2022-2027
- Table 13 Forecast Sales of Toothbrushes by Category: % Value Growth 2022-2027

## Beauty and Personal Care in Hong Kong, China - Industry Overview

## **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 14 Sales of Beauty and Personal Care by Category: Value 2017-2022
- Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
- Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
- Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
- Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
- Table 19 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
- Table 20 Distribution of Beauty and Personal Care by Format: % Value 2017-2022
- Table 21 Distribution of Beauty and Personal Care by Format and Category: % Value 2022
- Table 22 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
- Table 23 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

## **DISCLAIMER**

#### SOURCES

Summary 1 - Research Sources

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