

Mass Beauty and Personal Care in Hong Kong, China

June 2023

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Mass Beauty and Personal Care in Hong Kong, China - Category analysis

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Further investment by retailers in private label driven by uncertain climate

New entrants add to the already fragmented landscape

Rise of local beauty brands

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Competitiveness likely to intensify over the forecast period

Recovery hinges on the return of tourists from Mainland China

Demand for mass fragrances expected to remain sluggish

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