

Premium Beauty and Personal Care in Hong Kong, China

June 2023

Table of Contents

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

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers prioritise science-backed skin care solutions and become increasingly knowledgeable about ingredients

Expanding product portfolios to widen potential consumer reach

Brands embrace digital tools to engage with younger generations

PROSPECTS AND OPPORTUNITIES

Local consumers seek multifunctional products

Beauty tech and experiential retail are driving the seamless omnichannel experience

Travel spending is a major threat to local retailers

CATEGORY DATA

- Table 1 Sales of Premium Beauty and Personal Care by Category: Value 2017-2022
- Table 2 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022
- Table 3 NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022
- Table 4 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022
- Table 5 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2022-2027
- Table 6 Forecast Sales of Premium Beauty and Personal Care 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 7 Sales of Beauty and Personal Care by Category: Value 2017-2022
- Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
- Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
- Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
- Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
- Table 12 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
- Table 13 Distribution of Beauty and Personal Care by Format: % Value 2017-2022
- Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value 2022
- Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
- Table 16 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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