Beauty and Personal Care in China

EXECUTIVE SUMMARY
Beauty and personal care in 2023: The big picture
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Competitive landscape
Retailing developments
What next for beauty and personal care?

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DISCLAIMER

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Baby and Child-Specific Products in China

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Japanese baby and child-specific brands face a crisis of trust
Unsettled competitive landscape, with disruptive players from Douyin

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Rising online penetration, yet offline consumption remains dominant

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Douyin has emerged as a mainstream online channel for sun care  
Japanese sun care brands affected by the release of treated water

PROSPECTS AND OPPORTUNITIES

Baby and child-specific sun care to be propelled by new entrants  
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Premium Beauty and Personal Care in China

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PROSPECTS AND OPPORTUNITIES

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Mass Beauty and Personal Care in China

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Mass hair care registers a continued decline in 2023
Mass sun protection propelled by brands on Douyin

PROSPECTS AND OPPORTUNITIES
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