

Skin Care in Hong Kong, China

June 2023

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Skin Care in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers increasingly informed and aware of skin care ingredients Pore control experiences surge in demand due to mask mandates in 2022 Beauty brands use celebrity endorsement to tap into different target audiences

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The rise of clean beauty in skin care Younger consumers with growing awareness of anti-agers as prevention Sustainability will continue to strongly influence skin care in Hong Kong

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