Beauty and Personal Care in Taiwan

EXECUTIVE SUMMARY

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

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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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2023 DEVELOPMENTS

Retail volume declines while premiumisation drives retail value growth
Mum communities and expert’s recommendations impact the purchasing decisions
E-commerce is a primary portal for parents, due to its convenience and efficiency

PROSPECTS AND OPPORTUNITIES

Products with natural ingredients and simple formulas drive growth
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First trials remain important to ensure lasting consumer loyalty

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2023 DEVELOPMENTS

Price dominates the purchasing decision during a time of rising inflation
Liquid soap for body wash becomes popular, valued for its natural composition
Cross-border e-commerce is important, especially during specific shopping festivals

PROSPECTS AND OPPORTUNITIES

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Consumers seek body wash that is moisturising and cleansing
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Colour Cosmetics in Taiwan

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of colour cosmetics remain strong, driven by lip products
Sales in department stores and health and personal channels rise
Taiwan brand Heme retains its strong appeal, driving sales through affordable prices

PROSPECTS AND OPPORTUNITIES

Growth is driven by an expanding audience of younger consumers and males
Ease and convenience drives growth for the e-commerce channel
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Deodorants in Taiwan

KEY DATA FINDINGS

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Consumers demand convenient products, with small pack sizes becoming popular. The rise of natural and eco-friendly options in deodorants.

**Nivea leads, offering a trusted brand portfolio that is widely available**

**PROSPECTS AND OPPORTUNITIES**

Deodorant sticks are to become an increasingly popular format.

Product innovation focuses on effectiveness and scent to drive growth.

Natural, plant-based and safe ingredients are widely embraced.

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**Depilatories in Taiwan**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Sales remain positive as consumers resume social activities following COVID-19.

Hair removal cream gains popularity as an affordable option.

Edgewell Persona Care Taiwan Ltd remains the leading brand with a wide offerings.

**PROSPECTS AND OPPORTUNITIES**

Players will seek opportunities by adding more features, including skin care.

Laser hair removal and IPL devices becomes an ongoing threat to depilatories.

Male consumers increasingly seek hair removal products.

**CATEGORY DATA**

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**Fragrances in Taiwan**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Premium fragrances drive retail volume growth, viewed as affordable luxuries.

New product launches drive market growth as players focus on innovative scent.

The trend of collaborating with streetwear brands for marketing campaigns.

**PROSPECTS AND OPPORTUNITIES**

Consumers’ interest in unisex fragrances set to continue over the coming years.

Eco-friendly, natural ingredients, and vegan concepts gain ground.
Competition becomes intense as scent experience and consumer engagement rises

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Hair Care in Taiwan

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Plant-sourced and natural claims increasingly drive the purchasing decision
The need for colourants increases as consumers socialise more often

PROSPECTS AND OPPORTUNITIES
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The concept of hair nourishment shapes product innovation on the landscape
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Men’s Grooming in Taiwan

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Men’s deodorants and shaving see significant growth post-COVID-19
L’Oréal Taiwan retains its top position on the men’s grooming landscape

PROSPECTS AND OPPORTUNITIES
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2023 DEVELOPMENTS

Rising awareness of the variety of oral care products drives growth
Invisible braces become increasingly popular among adults
Classic toothpaste players focus on their niche, while new entries offer flavour and experiences

PROSPECTS AND OPPORTUNITIES

Electronic toothbrushes will continue to grow as the price points becomes more affordable
Children’s and senior oral care landscape set to rise, offering strong potential for growth
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Skin Care in Taiwan

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumer’s rising knowledge about ingredients drives growth for dermocosmetics products
The less is more approach rises in line with the popular clean beauty trend
Sun protection, hydration and anti-ageing are key claims consumers seek

PROSPECTS AND OPPORTUNITIES

Products for skin repair and treatment after aesthetic medicine will rise
Small-size packages and sachets gain ground across the forecast period
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High SPF dominates as outdoor activities and travelling rises in 2023
Ocean and environment-friendly formulas become the preference for many
A rise of products with physical sunblock to meet consumers’ expectation

PROSPECTS AND OPPORTUNITIES
Brands set to develop products that guard against long-wave UVA rays
Consumers increasingly realise the importance of a separate sun care product
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Key Data Findings

2023 DEVELOPMENTS
Growth in the premium landscape mirrors trends seen in mass beauty and personal care
Sales in department stores rise while consumers appreciate access to local brands
Premium brands connect with beauty and lifestyle trends to increase brand engagement

PROSPECTS AND OPPORTUNITIES
Efficacy and new product development drives growth for colour cosmetics
Players leverage micro-influencers to increase local relevance over the forecast period
Premium skin care brands cooperate with aesthetic medicine to drive sales

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2023 DEVELOPMENTS

Mass colour cosmetics and fragrances drive sales, benefiting from a return to socialising
Interest in key ingredients drives ongoing growth for dermacosmetic products
Brands raise retail prices and invest in omnichannel strategies during 2023

PROSPECTS AND OPPORTUNITIES

Consumers in Taiwan are increasingly using beauty products at a younger age
Brands balance price and quality by upgrading ingredients and downsizing packaging
Natural and clean beauty trends continue across the forecast period

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