**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**
Changes in preference for gifting hit sales of premium skin care sets/kits  
Lifting of outdoor mask mandate drives a rebound for premium colour cosmetics  
Premium fragrances maintains its dynamic growth

**PROSPECTS AND OPPORTUNITIES**
Stability set to return, with growth even for mature categories such as premium skin care  
Slowing but still positive growth momentum as consumers value small luxuries  
Wider availability of premium hair care products will contribute to growth

**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

**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 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022  
Table 13 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022  
Table 14 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027  
Table 15 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

**DISCLAIMER**

**SOURCES**
Summary 1 - Research Sources

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