

# Beauty and Personal Care in Asia Pacific

January 2024

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## REGIONAL OVERVIEW

Asia Pacific is home to the biggest regional beauty and personal care market

Positive growth expected after the decline in 2022

Skin care the biggest sales contributor in Asia Pacific beauty and personal care

Strong growth for dermocosmetics skin care in China over 2017-2022

Fragrances set for more strong growth in China in the coming years

Skin care accounts for the bulk of new sales over 2017-2022

Increasing focus on ingredients

Health and beauty specialists represent an important distribution channel

E-commerce share tops 50% in South Korea

## LEADING COMPANIES AND BRANDS

D2C beauty brands increasing the fragmentation in the Indian market

Kao Corp rationalising its product line-up

LG Household & Health Care loses top spot to AmorePacific in South Korea

Pantene records rising sales in a declining hair care category in China in 2022

## FORECAST PROJECTIONS

Positive volume and value growth expected annually over the forecast period

Omnichannel approach likely to be increasingly key to future success

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China: Competitive and retail landscape

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Hong Kong, China: Competitive and retail landscape

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