



Super Premium Beauty and Personal Care in Singapore

December 2021

Table of Contents

Super Premium Beauty and Personal Care in Singapore - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Super premium beauty and personal care holds up well in a difficult environment

The rise of e-commerce and online strategies

Changing shares and the need to reassess priorities

PROSPECTS AND OPPORTUNITIES

A driver of growth will be consumers' search for affordable luxuries

Advances in technology expected in both e-commerce and products themselves

Players will explore innovative in-store technologies

CATEGORY DATA

Table 1 - Sales of Super Premium Beauty and Personal Care by Category: Value 2016-2021

Table 2 - Sales of Super Premium Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 3 - NBO Company Shares of Super Premium Beauty and Personal Care: % Value 2016-2020

Table 4 - LBN Brand Shares of Super Premium Beauty and Personal Care: % Value 2017-2020

Table 5 - Distribution of Super Premium Beauty and Personal Care by Format: % Value 2016-2021

Table 6 - Forecast Sales of Super Premium Beauty and Personal Care by Category: Value 2021-2026

Table 7 - Forecast Sales of Super Premium Beauty and Personal Care by Category: % Value Growth 2021-2026

Luxury Goods in Singapore - Industry Overview

EXECUTIVE SUMMARY

Luxury goods in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 8 - Sales of Luxury Goods by Category: Value 2016-2021

Table 9 - Sales of Luxury Goods by Category: % Value Growth 2016-2021

Table 10 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2016-2021

Table 11 - NBO Company Shares of Luxury Goods: % Value 2016-2020

Table 12 - LBN Brand Shares of Luxury Goods: % Value 2017-2020

Table 13 - Distribution of Luxury Goods by Format and Category: % Value 2021

Table 14 - Forecast Sales of Luxury Goods by Category: Value 2021-2026

Table 15 - Forecast Sales of Luxury Goods by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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