

Super Premium Beauty and Personal Care in Taiwan

December 2021

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Super Premium Beauty and Personal Care in Taiwan - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Reduced socialising continues to impact demand in product areas associated with appearance

Super premium skin care most dynamic as consumers dedicate more time to caring for their skin during the pandemic

Christian Dior remains the leading brand in 2021

PROSPECTS AND OPPORTUNITIES

Forecast period CAGR will match the review period CAGR in current value terms

E-commerce to gather pace and continued presence of pop-up stores expected

Coach expands its portfolio into super premium beauty and personal care with the Coach x Sephora collection

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DISCLAIMER

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