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International

Mass Beauty and Personal Care in Hong Kong, China

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Brands and retailers focus on mass skin care and beauty products
- Procter & Gamble retains overall leadership with wide portfolio
- Private label appeals to price-sensitive consumers in a time of economic instability

PROSPECTS AND OPPORTUNITIES

- Mass skin care to drive future trends
- AS Watson Group poised to drive growth of mass skin care and beauty products
- Mass brands are increasingly expanding into the premium space

CATEGORY DATA

- Table 1 - Sales of Mass Beauty and Personal Care by Category: Value 2019-2024
- Table 2 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2020-2024
- Table 4 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2021-2024
- Table 5 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2024-2029
- Table 6 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2024-2029

Beauty and Personal Care in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

- Beauty and personal care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- What next for beauty and personal care?

MARKET DATA

- Table 7 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/mass-beauty-and-personal-care-in-hong-kong-china/report.