

Mass Beauty and Personal Care in Taiwan

May 2025

Table of Contents

Mass Beauty and Personal Care in Taiwan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mass beauty and personal posts slower growth Procter & Gamble Taiwan Ltd leads in mass beauty and personal care Mass beauty and personal care is very mature

PROSPECTS AND OPPORTUNITIES

Steady value growth in mass beauty and personal care Consumers may spend more wisely in the mass segment Dermocosmetics trend will continue to evolve in skin care

CATEGORY DATA

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

Beauty and Personal Care in Taiwan - 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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