

## **Premium Beauty and Personal Care in Pakistan**

Market Direction | 2022-10-12 | 21 pages | Euromonitor

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### **Report description:**

Retail current value growth slowed in 2020 as the Coronavirus (COVID-19) pandemic saw consumers halt or delay spending on non-essential items. Moreover, heavy restrictions on consumer mobility reduced the opportunities to use such products. This had a bigger impact on premium products, compared to mass alternatives, as higher prices already limit the potential consumer base. The situation improved markedly in 2021, as the COVID-19 situation eased and consumers resumed pre-pandemic lifestyles, le...

Euromonitor International's Premium Beauty and Personal Care in Pakistan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium Skin Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Premium Beauty and Personal Care market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
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