

Beauty and Personal Care in Taiwan

Market Direction | 2023-06-06 | 131 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

In 2022, beauty and personal care maintained slow retail volume growth, and also saw solid current value growth. With a surge in COVID-19 cases in the first half of 2022, consumers continued to focus on basic skin care, body care, and hair care products, with medical channels seeing significant growth in sales of skin care products. However, as the social atmosphere began to change in June, with indoor and outdoor social activities resuming, the focus shifted towards sun protection, colour cosme...

Euromonitor International's Beauty and Personal Care in Taiwan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun 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 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Beauty and Personal Care in Taiwan
Euromonitor International
June 2023

List Of Contents And Tables

BEAUTY AND PERSONAL CARE IN TAIWAN

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 1 Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 7 Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 10 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

MASS BEAUTY AND PERSONAL CARE IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

As stockpiling ends, brands need longer-term strategies to drive sales
Skin care brands face intense competition
Premiumisation drives value sales of mass beauty and personal care products

PROSPECTS AND OPPORTUNITIES

Premiumisation of the mass segment to drive e-commerce revenue through treasure-hunting
Sales via e-commerce will be uncertain, after end to short-term growth drivers
Natural and clean beauty trends expected to continue in the forecast period

CATEGORY DATA

Table 125 Sales of Mass Beauty and Personal Care by Category: Value 2017-2022
Table 126 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 127 NBO Company Shares of Mass Beauty and Personal Care: % Value 2018-2022
Table 128 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022
Table 129 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027
Table 130 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2022-2027

PREMIUM BEAUTY AND PERSONAL CARE IN TAIWAN

KEY DATA FINDINGS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

2022 DEVELOPMENTS

Premium beauty and personal care sees faster value growth, driven by removal of face mask policy and revenge shopping

SK-II maintains the top spot, while Lancome shows significant growth

Players leverage micro-influencers to increase local relevance

PROSPECTS AND OPPORTUNITIES

Premium brands will continue to attract attention amidst lasting pandemic-driven changes in behaviour

Premium skin care expected to continue its growth as consumers focus on health and wellness

High-performance skin care brands will meet consumers' demand for effective products

CATEGORY DATA

Table 11 Sales of Premium Beauty and Personal Care by Category: Value 2017-2022

Table 12 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 13 NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022

Table 14 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022

Table 15 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2022-2027

Table 16 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2022-2027

BABY AND CHILD-SPECIFIC PRODUCTS IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Baby and child-specific products sees solid value growth, driven by higher volume sales and inflation

First trials are important to ensure lasting consumer loyalty

The importance of an omnichannel strategy in baby and child-specific products

PROSPECTS AND OPPORTUNITIES

Changing parenting and shopping will require companies to adapt

Offline channels will need to differentiate to defend against the online competition

Growth in baby and child-specific skin care to be driven by product functionality

CATEGORY DATA

Table 17 Sales of Baby and Child-specific Products by Category: Value 2017-2022

Table 18 Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022

Table 19 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022

Table 20 NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022

Table 21 LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022

Table 22 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2019-2022

Table 23 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2019-2022

Table 24 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2019-2022

Table 25 Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027

Table 26 □Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

Table 27 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

BATH AND SHOWER IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales of body wash/shower gel remain at a higher level than pre-pandemic

Cross-border e-commerce important, especially during specific shopping festivals

Savlon is the leader in antibacterial products in Taiwan

PROSPECTS AND OPPORTUNITIES

Product type and format trends in body wash/shower gel

Key factors influencing consumers' purchasing decisions in bath and shower

Hand hygiene will remain important, but also moisturising and natural ingredients

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

CATEGORY DATA

Table 28 Sales of Bath and Shower by Category: Value 2017-2022

Table 29 Sales of Bath and Shower by Category: % Value Growth 2017-2022

Table 30 Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022

Table 31 NBO Company Shares of Bath and Shower: % Value 2018-2022

Table 32 LBN Brand Shares of Bath and Shower: % Value 2019-2022

Table 33 LBN Brand Shares of Premium Bath and Shower: % Value 2019-2022

Table 34 Forecast Sales of Bath and Shower by Category: Value 2022-2027

Table 35 Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027

Table 36 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027

COLOUR COSMETICS IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales return to growth at the end of the year as the pandemic eases

Brands implement omnichannel marketing to seize share

Greater attention being paid to eco-friendly colour cosmetics

PROSPECTS AND OPPORTUNITIES

Consumers' willingness to invest in premium beauty products set to increase

Personalised services and products will be key to maintain competitiveness

The increasing importance of skin care and fragrance in colour cosmetics

CATEGORY DATA

Table 37 Sales of Colour Cosmetics by Category: Value 2017-2022

Table 38 Sales of Colour Cosmetics by Category: % Value Growth 2017-2022

Table 39 NBO Company Shares of Colour Cosmetics: % Value 2018-2022

Table 40 LBN Brand Shares of Colour Cosmetics: % Value 2019-2022

Table 41 LBN Brand Shares of Eye Make-up: % Value 2019-2022

Table 42 LBN Brand Shares of Facial Make-up: % Value 2019-2022

Table 43 LBN Brand Shares of Lip Products: % Value 2019-2022

Table 44 LBN Brand Shares of Nail Products: % Value 2019-2022

Table 45 LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022

Table 46 □Forecast Sales of Colour Cosmetics by Category: Value 2022-2027

Table 47 □Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

DEODORANTS IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers demand products that cater to lifestyle changes, including deodorants

The rise of natural and eco-friendly deodorants

Wide range of brands and prices in deodorants

PROSPECTS AND OPPORTUNITIES

Deodorant sticks set to become a more popular format

New ingredients will support the use of deodorants and consumers' health

Further consumer education will be required due to a lack of knowledge

CATEGORY DATA

Table 48 Sales of Deodorants by Category: Value 2017-2022

Table 49 Sales of Deodorants by Category: % Value Growth 2017-2022

Table 50 Sales of Deodorants by Premium vs Mass: % Value 2017-2022

Table 51 NBO Company Shares of Deodorants: % Value 2018-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 52 LBN Brand Shares of Deodorants: % Value 2019-2022

Table 53 LBN Brand Shares of Premium Deodorants: % Value 2019-2022

Table 54 Forecast Sales of Deodorants by Category: Value 2022-2027

Table 55 Forecast Sales of Deodorants by Category: % Value Growth 2022-2027

Table 56 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2022-2027

DEPILATORIES IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Hair removal is a growing trend in Taiwan, including amongst men

Sales of depilatories grow even as COVID-19 eases

Edgewell Personal Care Taiwan Ltd retains its dominance in depilatories

PROSPECTS AND OPPORTUNITIES

IPL devices expected to challenge the growth of depilatories

Players will seek opportunities by adding more features, including skin care

Waxing kits bundled with fragrance products for 'me-time' concept

CATEGORY DATA

Table 57 Sales of Depilatories by Category: Value 2017-2022

Table 58 Sales of Depilatories by Category: % Value Growth 2017-2022

Table 59 Sales of Women's Razors and Blades by Type: % Value Breakdown 2018-2022

Table 60 NBO Company Shares of Depilatories: % Value 2018-2022

Table 61 LBN Brand Shares of Depilatories: % Value 2019-2022

Table 62 Forecast Sales of Depilatories by Category: Value 2022-2027

Table 63 Forecast Sales of Depilatories by Category: % Value Growth 2022-2027

FRAGRANCES IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Summer fragrances see increased consumer interest in 2022

Consumer attention shifts towards specialist stores for unique fragrances

Aesop's Eidesis Eau de Parfum becomes a popular choice in unisex fragrances

PROSPECTS AND OPPORTUNITIES

Consumers' interest in unisex fragrances set to continue

Next fragrance trend likely to be a focus on health and wellbeing

Trend of collaborating with streetwear brands for marketing

CATEGORY DATA

Table 64 Sales of Fragrances by Category: Value 2017-2022

Table 65 Sales of Fragrances by Category: % Value Growth 2017-2022

Table 66 NBO Company Shares of Fragrances: % Value 2018-2022

Table 67 LBN Brand Shares of Fragrances: % Value 2019-2022

Table 68 LBN Brand Shares of Premium Men's Fragrances: % Value 2019-2022

Table 69 LBN Brand Shares of Premium Women's Fragrances: % Value 2019-2022

Table 70 Forecast Sales of Fragrances by Category: Value 2022-2027

Table 71 Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

HAIR CARE IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Conditioners and treatments and colourants see the strongest growth

Consumer attention shifts towards specialist stores and online channels for hair care products

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Increasing consumer interest in seasonal hair care products

PROSPECTS AND OPPORTUNITIES

Emphasis on lifestyles, rituals, and premium, personalised products

Professional scalp care set to be a key trend in hair care

Growth of more sustainable products expected

CATEGORY DATA

Table 72 Sales of Hair Care by Category: Value 2017-2022

Table 73 Sales of Hair Care by Category: % Value Growth 2017-2022

Table 74 Sales of Hair Care by Premium vs Mass: % Value 2017-2022

Table 75 NBO Company Shares of Hair Care: % Value 2018-2022

Table 76 NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022

Table 77 LBN Brand Shares of Hair Care: % Value 2019-2022

Table 78 LBN Brand Shares of Colourants: % Value 2019-2022

Table 79 LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022

Table 80 LBN Brand Shares of Styling Agents: % Value 2019-2022

Table 81 □LBN Brand Shares of Premium Hair Care: % Value 2019-2022

Table 82 □Forecast Sales of Hair Care by Category: Value 2022-2027

Table 83 □Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 84 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

MEN'S GROOMING IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Men's fragrances is the engine for growth over 2020-2022

Men's skin care sees a growing preference for different product functions and formats

L'Oreal Taiwan sees an exceptional performance

PROSPECTS AND OPPORTUNITIES

Potential for domestic brands in skin care with simple, fast, and functional products

Growth in men's shaving will be challenged by electric razors

Significant increase in male beauty influencers

CATEGORY DATA

Table 85 Sales of Men's Grooming by Category: Value 2017-2022

Table 86 Sales of Men's Grooming by Category: % Value Growth 2017-2022

Table 87 Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022

Table 88 Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022

Table 89 NBO Company Shares of Men's Grooming: % Value 2018-2022

Table 90 LBN Brand Shares of Men's Grooming: % Value 2019-2022

Table 91 LBN Brand Shares of Men's Razors and Blades: % Value 2019-2022

Table 92 Forecast Sales of Men's Grooming by Category: Value 2022-2027

Table 93 Forecast Sales of Men's Grooming by Category: % Value Growth 2022-2027

ORAL CARE IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Pandemic increases the focus on oral care and drives value sales

Japanese oral care products gain popularity amongst consumers

Shallop launches natural whitening products to maintain its share

PROSPECTS AND OPPORTUNITIES

Special toothpaste flavours and unique ingredients likely to attract consumers

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Electric toothbrushes set to continue to expand thanks to AI technology and IP collaborations
New toothpaste with Himalayan salt crystals likely to gain traction

CATEGORY DATA

Table 94 Sales of Oral Care by Category: Value 2017-2022

Table 95 Sales of Oral Care by Category: % Value Growth 2017-2022

Table 96 Sales of Toothbrushes by Category: Value 2017-2022

Table 97 Sales of Toothbrushes by Category: % Value Growth 2017-2022

Table 98 Sales of Toothpaste by Type: % Value Breakdown 2018-2022

Table 99 NBO Company Shares of Oral Care: % Value 2018-2022

Table 100 LBN Brand Shares of Oral Care: % Value 2019-2022

Table 101 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2019-2022

Table 102 LBN Brand Shares of Toothpaste: % Value 2019-2022

Table 103 □Forecast Sales of Oral Care by Category: Value 2022-2027

Table 104 □Forecast Sales of Oral Care by Category: % Value Growth 2022-2027

Table 105 □Forecast Sales of Toothbrushes by Category: Value 2022-2027

Table 106 □Forecast Sales of Toothbrushes by Category: % Value Growth 2022-2027

SKIN CARE IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sun protection, hydration and anti-ageing are important to consumers in 2022

Luxury and dermatological brands compete for share in premium skin care

Acne treatments sees above-average growth due to prolonged wearing of face masks

PROSPECTS AND OPPORTUNITIES

Rise of ingredient education to drive derma-clinical developments in skin care

Pre-makeup skin-care set to see a continued surge in demand

Rising environmental awareness and sustainable certification

CATEGORY DATA

Table 107 Sales of Skin Care by Category: Value 2017-2022

Table 108 Sales of Skin Care by Category: % Value Growth 2017-2022

Table 109 NBO Company Shares of Skin Care: % Value 2018-2022

Table 110 LBN Brand Shares of Skin Care: % Value 2019-2022

Table 111 LBN Brand Shares of Basic Moisturisers: % Value 2019-2022

Table 112 LBN Brand Shares of Anti-agers: % Value 2019-2022

Table 113 LBN Brand Shares of Firming/Anti-cellulite Body Care: % Value 2019-2022

Table 114 LBN Brand Shares of General Purpose Body Care: % Value 2019-2022

Table 115 LBN Brand Shares of Premium Skin Care: % Value 2019-2022

Table 116 □Forecast Sales of Skin Care by Category: Value 2022-2027

Table 117 □Forecast Sales of Skin Care by Category: % Value Growth 2022-2027

SUN CARE IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increased interest in facial sun protection due to post-pandemic travel boom

Light, multifunctional products favoured

Sun sticks is a popular trend from Korea which is also influencing Taiwan

PROSPECTS AND OPPORTUNITIES

Brands set to develop products that guard against long-wave UVA rays

Global trend towards ocean-friendly products, with Taiwan following suit

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Increasing awareness of harm of exposure to digital screens set to boost demand for anti-blue light function in sun protection

CATEGORY DATA

Table 118 Sales of Sun Care by Category: Value 2017-2022

Table 119 Sales of Sun Care by Category: % Value Growth 2017-2022

Table 120 NBO Company Shares of Sun Care: % Value 2018-2022

Table 121 LBN Brand Shares of Sun Care: % Value 2019-2022

Table 122 LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022

Table 123 Forecast Sales of Sun Care by Category: Value 2022-2027

Table 124 Forecast Sales of Sun Care by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Beauty and Personal Care in Taiwan

Market Direction | 2023-06-06 | 131 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-11"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com