

Premium Beauty and Personal Care in Taiwan

Market Direction | 2023-06-06 | 23 pages | Euromonitor

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Report description:

Premium beauty and personal care experienced a recession at the beginning of 2022, but was able to recover to see higher current value growth than in 2021 in the year overall, driven by the removal of the requirement to wear a face mask as COVID-19 eased. As consumers were able to show their faces again, sales of premium colour cosmetics started to rise at the end of the year, and premium skin care also saw growth, especially in department stores. Nevertheless, premium colour cosmetics still saw...

Euromonitor International's Premium 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: 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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SK-II maintains the top spot, while Lancome shows significant growth

Players leverage micro-influencers to increase local relevance

PROSPECTS AND OPPORTUNITIES

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