

## **Skin Care in Taiwan**

Market Direction | 2023-06-06 | 29 pages | Euromonitor

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### **Report description:**

Skin care saw higher current value growth in 2022, and also returned to volume growth after two years of minor declines. The growing interest in skin care in 2022 reflected changing consumer behaviours and preferences, as society gradually returned to normal amidst the ongoing but easing pandemic. Consumers were more focused on self-expression and outdoor activities, leading to a greater interest in products containing sun protection. Hydration and anti-ageing are other main demands from skin...

Euromonitor International's Skin 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

Why buy this report?

- \* Get a detailed picture of the Skin 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.

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## SOURCES

### Summary 1 Research Sources

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