

Baby and Child-Specific Products in Hong Kong, China

Market Direction | 2023-06-20 | 22 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

A significant surge in the penetration rate of Japanese baby and child-specific products was witnessed in 2022. This upward trend can be primarily attributed to the increasing availability of Japanese brands facilitated by the expansion of retail networks, as well as the convenience of online shopping. A key factor contributing to this growth was the influx of Japanese drugstores and supermarkets, such as Don Don Donki, Matsukiyo Kiyoshi, and Aeon, and the extension of their retail networks in H...

Euromonitor International's Baby and Child-specific Products in Hong Kong, China 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 Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

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

Why buy this report?

- * Get a detailed picture of the Baby and Child-specific Products 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:

Baby and Child-Specific Products in Hong Kong, China

Euromonitor International

June 2023

List Of Contents And Tables

BABY AND CHILD-SPECIFIC PRODUCTS IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising penetration of Japanese brands within baby and child-specific products

Local pharmacies emerge as new distribution channel

Social selling emerges as a powerful growth driver

PROSPECTS AND OPPORTUNITIES

Eczema remains leading concern for baby and child-specific skin care

Growth to be boosted by availability of international products

Exhibitions provide opportunities for brand growth and customer acquisition

CATEGORY DATA

Table 1 Sales of Baby and Child-specific Products by Category: Value 2017-2022

Table 2 Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022

Table 3 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022

Table 5 LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022

Table 6 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2019-2022

Table 7 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2019-2022

Table 8 Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027

Table 9 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

Table 10 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

BEAUTY AND PERSONAL CARE IN HONG KONG, CHINA

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

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

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

Table 14 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 15 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 16 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 17 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 18 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 19 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 20 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Baby and Child-Specific Products in Hong Kong, China

Market Direction | 2023-06-20 | 22 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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="2026-02-21"/>
		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