

Beauty and Personal Care in Hong Kong, China

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Report description:

Beauty and personal care in Hong Kong faced a challenging year in 2022, as the recovery of tourist flows was delayed, and local consumption was under pressure amid a global economic downturn. Uncertainties, such as increased interest rates and macroeconomic factors, affected local purchasing power and overall consumer sentiment towards beauty and personal care products.

Euromonitor International's Beauty and Personal Care 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 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.

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Table of Contents:

Beauty and Personal Care in Hong Kong, China
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List Of Contents And Tables

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 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 HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Further investment by retailers in private label driven by uncertain climate
New entrants add to the already fragmented landscape
Rise of local beauty brands

PROSPECTS AND OPPORTUNITIES

Competitiveness likely to intensify over the forecast period
Recovery hinges on the return of tourists from Mainland China
Demand for mass fragrances expected to remain sluggish

CATEGORY DATA

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2017-2022
Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2018-2022
Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022
Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027
Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2022-2027

PREMIUM BEAUTY AND PERSONAL CARE IN HONG KONG, CHINA

KEY DATA FINDINGS

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2022 DEVELOPMENTS

Consumers prioritise science-backed skin care solutions and become increasingly knowledgeable about ingredients

Expanding product portfolios to widen potential consumer reach

Brands embrace digital tools to engage with younger generations

PROSPECTS AND OPPORTUNITIES

Local consumers seek multifunctional products

Beauty tech and experiential retail are driving the seamless omnichannel experience

Travel spending is a major threat to local retailers

CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2017-2022

Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022

Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2022-2027

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2022-2027

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

Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022

Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022

Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022

Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022

Table 28 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2019-2022

Table 29 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2019-2022

Table 30 Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027

Table 31 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

Table 32 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

BATH AND SHOWER IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Skin care-inspired ingredients drive growth in bath and shower

Demand for hand sanitisers shifts to smaller sizes and scented options as pandemic eases

Premiumisation in bath and shower driven by aromatherapy offerings

PROSPECTS AND OPPORTUNITIES

Foaming format of liquid soap is on the rise

Natural and clean bath and shower products expected to attract consumers' attention

CATEGORY DATA

Table 33 Sales of Bath and Shower by Category: Value 2017-2022

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Table 34 Sales of Bath and Shower by Category: % Value Growth 2017-2022
Table 35 Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022
Table 36 NBO Company Shares of Bath and Shower: % Value 2018-2022
Table 37 LBN Brand Shares of Bath and Shower: % Value 2019-2022
Table 38 LBN Brand Shares of Premium Bath and Shower: % Value 2019-2022
Table 39 Forecast Sales of Bath and Shower by Category: Value 2022-2027
Table 40 Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027
Table 41 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027

COLOUR COSMETICS IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Navigating a challenging year amid the pandemic
"Skinimalism" within colour cosmetics is gaining momentum
Social media has a major influence on colour cosmetics in Hong Kong

PROSPECTS AND OPPORTUNITIES

Colour cosmetics poised for a significant resurgence with border reopening
The return of liquid lipstick
Colour cosmetics with skin care benefits continue to gain traction

CATEGORY DATA

Table 42 Sales of Colour Cosmetics by Category: Value 2017-2022
Table 43 Sales of Colour Cosmetics by Category: % Value Growth 2017-2022
Table 44 NBO Company Shares of Colour Cosmetics: % Value 2018-2022
Table 45 LBN Brand Shares of Colour Cosmetics: % Value 2019-2022
Table 46 LBN Brand Shares of Eye Make-up: % Value 2019-2022
Table 47 LBN Brand Shares of Facial Make-up: % Value 2019-2022
Table 48 LBN Brand Shares of Lip Products: % Value 2019-2022
Table 49 LBN Brand Shares of Nail Products: % Value 2019-2022
Table 50 LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022
Table 51 □Forecast Sales of Colour Cosmetics by Category: Value 2022-2027
Table 52 □Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

DEODORANTS IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Deodorant sprays continues to drive value sales
Exercise habits help drive growth of deodorants in 2022
Fragrance emerges as one of the most significant need states in deodorants

PROSPECTS AND OPPORTUNITIES

Natural ingredient formulations expand into deodorants
Deodorant roll-ons gain attention due to convenience and portability, driven by increasing popularity of exercise and active lifestyles

CATEGORY DATA

Table 53 Sales of Deodorants by Category: Value 2017-2022
Table 54 Sales of Deodorants by Category: % Value Growth 2017-2022
Table 55 Sales of Deodorants by Premium vs Mass: % Value 2017-2022
Table 56 NBO Company Shares of Deodorants: % Value 2018-2022
Table 57 LBN Brand Shares of Deodorants: % Value 2019-2022
Table 58 LBN Brand Shares of Premium Deodorants: % Value 2019-2022

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Table 59 Forecast Sales of Deodorants by Category: Value 2022-2027

Table 60 Forecast Sales of Deodorants by Category: % Value Growth 2022-2027

Table 61 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2022-2027

DEPILATORIES IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Modest value sales growth for depilatories in 2022

Demand for women's pre-shave remains sluggish

PROSPECTS AND OPPORTUNITIES

Depilatories expected to decline as salon services gain in popularity

Influx of Japanese products likely to gain share from existing players

CATEGORY DATA

Table 62 Sales of Depilatories by Category: Value 2017-2022

Table 63 Sales of Depilatories by Category: % Value Growth 2017-2022

Table 64 Sales of Women's Razors and Blades by Type: % Value Breakdown 2018-2022

Table 65 NBO Company Shares of Depilatories: % Value 2018-2022

Table 66 LBN Brand Shares of Depilatories: % Value 2019-2022

Table 67 Forecast Sales of Depilatories by Category: Value 2022-2027

Table 68 Forecast Sales of Depilatories by Category: % Value Growth 2022-2027

FRAGRANCES IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fragrances records robust performance, driven by premium segment

Brands ramp up marketing efforts to strengthen consumer awareness

Demand for fragrances with a wellness positioning continues to grow

PROSPECTS AND OPPORTUNITIES

Rising demand for natural and sustainable fragrances

Consumers seek fragrances that resonate with their values and lifestyles

Fragrance brands launch travel sets to meet the needs of consumers on the go

CATEGORY DATA

Table 69 Sales of Fragrances by Category: Value 2017-2022

Table 70 Sales of Fragrances by Category: % Value Growth 2017-2022

Table 71 NBO Company Shares of Fragrances: % Value 2018-2022

Table 72 LBN Brand Shares of Fragrances: % Value 2019-2022

Table 73 LBN Brand Shares of Premium Men's Fragrances: % Value 2019-2022

Table 74 LBN Brand Shares of Premium Women's Fragrances: % Value 2019-2022

Table 75 Forecast Sales of Fragrances by Category: Value 2022-2027

Table 76 Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

HAIR CARE IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

The skinification trend in local hair care

Players identify huge potential in hair loss treatments, as wider availability of products evident in local market

The rising interest in aromatherapy as pandemic boosts self-care rituals

PROSPECTS AND OPPORTUNITIES

Premiumisation will further drive hair care sales over the forecast period

Clean hair care using natural ingredients expected to gain further momentum

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Colourants with treatment formulations help brands to differentiate in fragmented landscape

CATEGORY DATA

Table 77 Sales of Hair Care by Category: Value 2017-2022

Table 78 Sales of Hair Care by Category: % Value Growth 2017-2022

Table 79 Sales of Hair Care by Premium vs Mass: % Value 2017-2022

Table 80 NBO Company Shares of Hair Care: % Value 2018-2022

Table 81 NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022

Table 82 LBN Brand Shares of Hair Care: % Value 2019-2022

Table 83 LBN Brand Shares of Colourants: % Value 2019-2022

Table 84 LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022

Table 85 LBN Brand Shares of Styling Agents: % Value 2019-2022

Table 86 □LBN Brand Shares of Premium Hair Care: % Value 2019-2022

Table 87 □Forecast Sales of Hair Care by Category: Value 2022-2027

Table 88 □Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 89 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

MEN'S GROOMING IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Men's grooming driven by greater focus on health and wellness, and mobility outside of the home

Brands are expanding product offerings that target the male demographic

Men's hair loss treatments experience surge in demand

PROSPECTS AND OPPORTUNITIES

Continuous growth driven by increasing demand for men's hair care, shaving, and deodorants

Barbershops expected to facilitate product discovery and drive sales growth

Education is the key to capturing local consumers

CATEGORY DATA

Table 90 Sales of Men's Grooming by Category: Value 2017-2022

Table 91 Sales of Men's Grooming by Category: % Value Growth 2017-2022

Table 92 Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022

Table 93 Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022

Table 94 NBO Company Shares of Men's Grooming: % Value 2018-2022

Table 95 LBN Brand Shares of Men's Grooming: % Value 2019-2022

Table 96 LBN Brand Shares of Men's Razors and Blades: % Value 2019-2022

Table 97 Forecast Sales of Men's Grooming by Category: Value 2022-2027

Table 98 Forecast Sales of Men's Grooming by Category: % Value Growth 2022-2027

ORAL CARE IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Enhanced oral care routines continue to drive value growth in 2022

Localisation through celebrity endorsements

The rise of the "lipstick effect" in oral care

PROSPECTS AND OPPORTUNITIES

Mouthwashes and whitening products offer growth potential, boosted by the lifting of mask mandates

Electric toothbrushes to further rise in popularity

CATEGORY DATA

Table 99 Sales of Oral Care by Category: Value 2017-2022

Table 100 Sales of Oral Care by Category: % Value Growth 2017-2022

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Table 101 Sales of Toothbrushes by Category: Value 2017-2022
 Table 102 Sales of Toothbrushes by Category: % Value Growth 2017-2022
 Table 103 Sales of Toothpaste by Type: % Value Breakdown 2018-2022
 Table 104 NBO Company Shares of Oral Care: % Value 2018-2022
 Table 105 LBN Brand Shares of Oral Care: % Value 2019-2022
 Table 106 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2019-2022
 Table 107 LBN Brand Shares of Toothpaste: % Value 2019-2022
 Table 108 □Forecast Sales of Oral Care by Category: Value 2022-2027
 Table 109 □Forecast Sales of Oral Care by Category: % Value Growth 2022-2027
 Table 110 □Forecast Sales of Toothbrushes by Category: Value 2022-2027
 Table 111 □Forecast Sales of Toothbrushes by Category: % Value Growth 2022-2027

SKIN CARE IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers increasingly informed and aware of skin care ingredients
 Pore control experiences surge in demand due to mask mandates in 2022
 Beauty brands use celebrity endorsement to tap into different target audiences

PROSPECTS AND OPPORTUNITIES

The rise of clean beauty in skin care
 Younger consumers with growing awareness of anti-agers as prevention
 Sustainability will continue to strongly influence skin care in Hong Kong

CATEGORY DATA

Table 112 Sales of Skin Care by Category: Value 2017-2022
 Table 113 Sales of Skin Care by Category: % Value Growth 2017-2022
 Table 114 NBO Company Shares of Skin Care: % Value 2018-2022
 Table 115 LBN Brand Shares of Skin Care: % Value 2019-2022
 Table 116 LBN Brand Shares of Basic Moisturisers: % Value 2019-2022
 Table 117 LBN Brand Shares of Anti-agers: % Value 2019-2022
 Table 118 LBN Brand Shares of Firming/Anti-cellulite Body Care: % Value 2019-2022
 Table 119 LBN Brand Shares of General Purpose Body Care: % Value 2019-2022
 Table 120 LBN Brand Shares of Premium Skin Care: % Value 2019-2022
 Table 121 □Forecast Sales of Skin Care by Category: Value 2022-2027
 Table 122 □Forecast Sales of Skin Care by Category: % Value Growth 2022-2027

SUN CARE IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sun care experiences further decline in 2022
 Increasing availability of multifunctional sun care products
 Continuous consumer education needed to drive demand for sun care

PROSPECTS AND OPPORTUNITIES

Demand for convenient on-the-go formats expected to grow
 Specialised sun care for targeted protection expected to gain in popularity

CATEGORY DATA

Table 123 Sales of Sun Care by Category: Value 2017-2022
 Table 124 Sales of Sun Care by Category: % Value Growth 2017-2022
 Table 125 NBO Company Shares of Sun Care: % Value 2018-2022
 Table 126 LBN Brand Shares of Sun Care: % Value 2019-2022

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Table 127 LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022
Table 128 Forecast Sales of Sun Care by Category: Value 2022-2027
Table 129 Forecast Sales of Sun Care by Category: % Value Growth 2022-2027

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