

Skin Care in China

Market Direction | 2024-04-17 | 28 pages | Euromonitor

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Report description:

In 2023, despite the end of the zero-COVID policy, skin care in China did not witness the anticipated strong rebound, but instead experienced a modest recovery in the low single digits in current value terms, with actual value sales remaining lower than the 2021 level. On the one hand, influenced by the slowdown in China's macroeconomic growth, consumer confidence did not fully return to the pre-pandemic level. Moreover, factors such as ongoing international political instability and the continu...

Euromonitor International's Skin Care in 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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.

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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SKIN CARE IN CHINA

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Douyin shines brightly, while the offline and online competition intensifies

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Summary 1 Research Sources

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