

## **Beauty and Personal Care in Taiwan**

Market Direction | 2024-04-23 | 129 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

### **Report description:**

In 2023, the beauty and personal care market in Taiwan recorded solid retail value growth, driven by product innovations and rising consumer demand. Inflation was also a driver of retail value growth, remaining at 2% in Taiwan, leading the retail price of products to rise. Among beauty and personal care categories, premium fragrances saw the most significant uplift in price, at more than 10%.

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

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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Beauty and Personal Care in Taiwan

Euromonitor International

April 2024

List Of Contents And Tables

### **BEAUTY AND PERSONAL CARE IN TAIWAN**

#### **EXECUTIVE SUMMARY**

Beauty and personal care in 2023: The big picture

2023 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 2018-2023

Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 7 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 10 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **MASS BEAUTY AND PERSONAL CARE IN TAIWAN**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Mass colour cosmetics and fragrances drive sales, benefiting from a return to socialising

Interest in key ingredients drives ongoing growth for dermacosmetic products

Brands raise retail prices and invest in omnichannel strategies during 2023

#### **PROSPECTS AND OPPORTUNITIES**

Consumers in Taiwan are increasingly using beauty products at a younger age

Brands balance price and quality by upgrading ingredients and downsizing packaging

Natural and clean beauty trends continue across the forecast period

#### **CATEGORY DATA**

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

### **PREMIUM BEAUTY AND PERSONAL CARE IN TAIWAN**

#### **KEY DATA FINDINGS**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## 2023 DEVELOPMENTS

Growth in the premium landscape mirrors trends seen in mass beauty and personal care

Sales in department stores rise while consumers appreciate access to local brands

Premium brands connect with beauty and lifestyle trends to increase brand engagement

## PROSPECTS AND OPPORTUNITIES

Efficacy and new product development drives growth for colour cosmetics

Players leverage micro-influencers to increase local relevance over the forecast period

Premium skin care brands cooperate with aesthetic medicine to drive sales

## CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2018-2023

Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

## BABY AND CHILD-SPECIFIC PRODUCTS IN TAIWAN

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Retail volume declines while premiumisation drives retail value growth

Mum communities and expert's recommendations impact the purchasing decisions

E-commerce is a primary portal for parents, due to its convenience and efficiency

## PROSPECTS AND OPPORTUNITIES

Products with natural ingredients and simple formulas drive growth

Adult dermocosmetics brands are increasingly used for babies' skin

First trials remain important to ensure lasting consumer loyalty

## CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 28 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023

Table 29 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 30 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 31 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 32 □Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 33 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

## BATH AND SHOWER IN TAIWAN

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Price dominates the purchasing decision during a time of rising inflation

Liquid soap for body wash becomes popular, valued for its natural composition

Cross-border e-commerce is important, especially during specific shopping festivals

## PROSPECTS AND OPPORTUNITIES

Fragrance and indulgence drive retail volume sales in body wash and shower gel

Consumers seek body wash that is moisturising and cleansing

Intimate wash products shows strong potential for growth in Taiwan

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## CATEGORY DATA

Table 34 Sales of Bath and Shower by Category: Value 2018-2023

Table 35 Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 36 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 37 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 38 LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 39 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 40 Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 41 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 42 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

## COLOUR COSMETICS IN TAIWAN

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales of colour cosmetics remain strong, driven by lip products

Sales in department stores and health and personal channels rise

Taiwan brand Heme retains its strong appeal, driving sales through affordable prices

#### PROSPECTS AND OPPORTUNITIES

Growth is driven by an expanding audience of younger consumers and males

Ease and convenience drives growth for the e-commerce channel

Consumers pay greater attention to eco-friendly colour cosmetics

## CATEGORY DATA

Table 43 Sales of Colour Cosmetics by Category: Value 2018-2023

Table 44 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 45 NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 47 LBN Brand Shares of Eye Make-up: % Value 2020-2023

Table 48 LBN Brand Shares of Facial Make-up: % Value 2020-2023

Table 49 LBN Brand Shares of Lip Products: % Value 2020-2023

Table 50 LBN Brand Shares of Nail Products: % Value 2020-2023

Table 51 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 52 □Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 53 □Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

## DEODORANTS IN TAIWAN

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers demand convenient products, with small pack sizes becoming popular

The rise of natural and eco-friendly options in deodorants

Nivea leads, offering a trusted brand portfolio that is widely available

#### PROSPECTS AND OPPORTUNITIES

Deodorant sticks are to become an increasingly popular format

Product innovation focuses on effectiveness and scent to drive growth

Natural, plant-based and safe ingredients are widely embraced

## CATEGORY DATA

Table 54 Sales of Deodorants by Category: Value 2018-2023

Table 55 Sales of Deodorants by Category: % Value Growth 2018-2023

Table 56 Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 57 NBO Company Shares of Deodorants: % Value 2019-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 58 LBN Brand Shares of Deodorants: % Value 2020-2023

Table 59 LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 60 Forecast Sales of Deodorants by Category: Value 2023-2028

Table 61 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 62 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

## DEPILATORIES IN TAIWAN

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales remain positive as consumers resume social activities following COVID-19

Hair removal cream gains popularity as an affordable option

Edgewell Persona Care Taiwan Ltd remains the leading brand with a wide offerings

### PROSPECTS AND OPPORTUNITIES

Players will seek opportunities by adding more features, including skin care

Laser hair removal and IPL devices becomes an ongoing threat to depilatories

Male consumers increasingly seek hair removal products

### CATEGORY DATA

Table 63 Sales of Depilatories by Category: Value 2018-2023

Table 64 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 65 Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023

Table 66 NBO Company Shares of Depilatories: % Value 2019-2023

Table 67 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 68 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 69 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

## FRAGRANCES IN TAIWAN

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Premium fragrances drive retail volume growth, viewed as affordable luxuries

New product launches drive market growth as players focus on innovative scent

The trend of collaborating with streetwear brands for marketing campaigns

### PROSPECTS AND OPPORTUNITIES

Consumers' interest in unisex fragrances set to continue over the coming years

Eco-friendly, natural ingredients, and vegan concepts gain ground

Competition becomes intense as scent experience and consumer engagement rises

### CATEGORY DATA

Table 70 Sales of Fragrances by Category: Value 2018-2023

Table 71 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 72 NBO Company Shares of Fragrances: % Value 2019-2023

Table 73 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 74 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 75 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 76 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 77 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

## HAIR CARE IN TAIWAN

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Skin care ingredients and fragrance is increasingly found in hair care products

Plant-sourced and natural claims increasingly drive the purchasing decision

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

The need for colourants increases as consumers socialise more often

#### PROSPECTS AND OPPORTUNITIES

Consumers are willing to pay more for better efficacy within hair care

The concept of hair nourishment shapes product innovation on the landscape

Professional scalp care will be a key trend in hair care over the forecast period

#### CATEGORY DATA

Table 78 Sales of Hair Care by Category: Value 2018-2023

Table 79 Sales of Hair Care by Category: % Value Growth 2018-2023

Table 80 Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 81 NBO Company Shares of Hair Care: % Value 2019-2023

Table 82 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 83 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 84 LBN Brand Shares of Colourants: % Value 2020-2023

Table 85 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 86 LBN Brand Shares of Styling Agents: % Value 2020-2023

Table 87 □LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 88 □Forecast Sales of Hair Care by Category: Value 2023-2028

Table 89 □Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 90 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

#### MEN'S GROOMING IN TAIWAN

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Pore tightening and balancing oily skin are key claims in men's skin products

Men's deodorants and shaving see significant growth post-COVID-19

L'Oreal Taiwan retains its top position on the men's grooming landscape

#### PROSPECTS AND OPPORTUNITIES

Men's exclusive brands will continue to expand across the forecast period

Electric razors will challenge growth in men's shaving

Marketing communications focus on men's lifestyles to build trust and brand awareness

#### CATEGORY DATA

Table 91 Sales of Men's Grooming by Category: Value 2018-2023

Table 92 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 93 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 94 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 95 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 96 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 97 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 98 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 99 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

#### ORAL CARE IN TAIWAN

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Rising awareness of the variety of oral care products drives growth

Invisible braces become increasingly popular among adults

Classic toothpaste players focus on their niche, while new entries offer flavour and experiences

#### PROSPECTS AND OPPORTUNITIES

Electronic toothbrushes will continue to grow as the price points becomes more affordable

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Children's and senior oral care landscape set to rise, offering strong potential for growth

New toothpaste with Himalayan salt crystals is set to gain traction

#### CATEGORY DATA

Table 100 Sales of Oral Care by Category: Value 2018-2023

Table 101 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 102 Sales of Toothbrushes by Category: Value 2018-2023

Table 103 Sales of Toothbrushes by Category: % Value Growth 2018-2023

Table 104 Sales of Toothpaste by Type: % Value Breakdown 2019-2023

Table 105 NBO Company Shares of Oral Care: % Value 2019-2023

Table 106 LBN Brand Shares of Oral Care: % Value 2020-2023

Table 107 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023

Table 108 LBN Brand Shares of Toothpaste: % Value 2020-2023

Table 109 □Forecast Sales of Oral Care by Category: Value 2023-2028

Table 110 □Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

Table 111 □Forecast Sales of Toothbrushes by Category: Value 2023-2028

Table 112 □Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

#### SKIN CARE IN TAIWAN

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Consumer's rising knowledge about ingredients drives growth for dermocosmetics products

The less is more approach rises in line with the popular clean beauty trend

Sun protection, hydration and anti-ageing are key claims consumers seek

##### PROSPECTS AND OPPORTUNITIES

Products for skin repair and treatment after aesthetic medicine will rise

Small-size packages and sachets gain ground across the forecast period

Green beauty and sustainability will shape product innovation across the forecast period

#### CATEGORY DATA

Table 113 Sales of Skin Care by Category: Value 2018-2023

Table 114 Sales of Skin Care by Category: % Value Growth 2018-2023

Table 115 NBO Company Shares of Skin Care: % Value 2019-2023

Table 116 LBN Brand Shares of Skin Care: % Value 2020-2023

Table 117 LBN Brand Shares of Basic Moisturisers: % Value 2020-2023

Table 118 LBN Brand Shares of Anti-agers: % Value 2020-2023

Table 119 LBN Brand Shares of Firming Body Care: % Value 2020-2023

Table 120 LBN Brand Shares of General Purpose Body Care: % Value 2020-2023

Table 121 LBN Brand Shares of Premium Skin Care: % Value 2020-2023

Table 122 □Forecast Sales of Skin Care by Category: Value 2023-2028

Table 123 □Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

#### SUN CARE IN TAIWAN

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

High SPF dominates as outdoor activities and travelling rises in 2023

Ocean and environment-friendly formulas become the preference for many

A rise of products with physical sunblock to meet consumers' expectation

##### PROSPECTS AND OPPORTUNITIES

Brands set to develop products that guard against long-wave UVA rays

Consumers increasingly realise the importance of a separate sun care product

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Demand for anti-blue light function in sun protection rises over the forecast period

CATEGORY DATA

Table 124 Sales of Sun Care by Category: Value 2018-2023

Table 125 Sales of Sun Care by Category: % Value Growth 2018-2023

Table 126 NBO Company Shares of Sun Care: % Value 2019-2023

Table 127 LBN Brand Shares of Sun Care: % Value 2020-2023

Table 128 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 129 Forecast Sales of Sun Care by Category: Value 2023-2028

Table 130 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)



## Beauty and Personal Care in Taiwan

Market Direction | 2024-04-23 | 129 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	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		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="2026-02-11"/>
		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