

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

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

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### **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.

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Interest in key ingredients drives ongoing growth for dermacosmetic products

Brands raise retail prices and invest in omnichannel strategies during 2023

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## 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

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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

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The need for colourants increases as consumers socialise more often

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