

Skin Care in Australia

Market Direction | 2024-05-01 | 31 pages | Euromonitor

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Report description:

In 2023, skin care in Australia witnessed robust growth, with both mass and premium segments showing positive trends. However, the pressure of rising living costs continued to impact consumers' discretionary spending, prompting a shift in Australians' behaviour towards conscious consumerism. This change led to variations at a category level, with some products, such as serums and anti-agers, proving more resilient, while others, such as facial cleansers, experienced a trend of trading down as co...

Euromonitor International's Skin Care in Australia 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 AUSTRALIA

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Lingering cost-of-living pressures result in polarised spending on skin care

Anti-agers continue to grow due to demographic changes and consumer education

Microbiome-friendly skin care strengthens emphasis on ingredient-led beauty

PROSPECTS AND OPPORTUNITIES

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SOURCES

Summary 1 Research Sources

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