

Hair Care in Hong Kong, China

June 2023

Table of Contents

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

Colourants with treatment formulations help brands to differentiate in fragmented landscape

CATEGORY DATA

Table 1 - Sales of Hair Care by Category: Value 2017-2022

Table 2 - Sales of Hair Care by Category: % Value Growth 2017-2022

Table 3 - Sales of Hair Care by Premium vs Mass: % Value 2017-2022

Table 4 - NBO Company Shares of Hair Care: % Value 2018-2022

Table 5 - NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022

Table 6 - LBN Brand Shares of Hair Care: % Value 2019-2022

Table 7 - LBN Brand Shares of Colourants: % Value 2019-2022

Table 8 - LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022

Table 9 - LBN Brand Shares of Styling Agents: % Value 2019-2022

Table 10 - LBN Brand Shares of Premium Hair Care: % Value 2019-2022

Table 11 - Forecast Sales of Hair Care by Category: Value 2022-2027

Table 12 - Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 13 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

Beauty and Personal Care in Hong Kong, China - Industry Overview

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 14 - Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 17 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 18 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 21 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022

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

Table 23 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hair-care-in-hong-kong-china/report.