

# Colour Cosmetics in Hong Kong, China

May 2024

**Table of Contents** 

## Colour Cosmetics in Hong Kong, China - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Return of tourism and social occasions drives growth of colour cosmetics

Offline experience regains importance for brand discovery and trials

Continuous fragmentation of colour cosmetics in both premium and mass segments

## PROSPECTS AND OPPORTUNITIES

Further blurring of lines between skin care, colour cosmetics and sun care expected Omnichannel strategy is key as offline presence remains important for decision-making

## **CATEGORY DATA**

- Table 1 Sales of Colour Cosmetics by Category: Value 2018-2023
- Table 2 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023
- Table 3 NBO Company Shares of Colour Cosmetics: % Value 2019-2023
- Table 4 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023
- Table 5 LBN Brand Shares of Eye Make-up: % Value 2020-2023
- Table 6 LBN Brand Shares of Facial Make-up: % Value 2020-2023
- Table 7 LBN Brand Shares of Lip Products: % Value 2020-2023
- Table 8 LBN Brand Shares of Nail Products: % Value 2020-2023
- Table 9 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023
- Table 10 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028
- Table 11 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

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

## **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 12 Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 18 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 21 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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