



Euromonitor
International

Premium Beauty and Personal Care in Hong Kong, China

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Premium Beauty and Personal Care in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Tourism recovery supports dynamic growth of premium beauty and personal care

Premium fragrances maintains traction

Diminishing offline presence due to department stores closing

PROSPECTS AND OPPORTUNITIES

Healthy growth expected due to inbound tourism and strong local appetite for quality and premium beauty and personal care

Brand days and large-scale promotional activities to remain as key growth drivers

Building loyalty as a differentiator is expected

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

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DISCLAIMER

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