



Beauty and Personal Care in Asia Pacific

July 2024

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Key findings

REGIONAL OVERVIEW

Asia Pacific is home to the biggest regional beauty and personal care market

Sales back on a growth path in 2023, which is expected to continue in the coming years

Skin care the biggest sales contributor in Asia Pacific beauty and personal care

Dermocosmetics boom beginning to slow in China

Colour cosmetics continues its recovery from its pandemic losses in Japan

Skin care accounts for the bulk of new sales over 2018-2023

Muted recovery in China's beauty and personal care market in 2023

Mass outperforming premium products in South Korea in 2023

E-commerce leads sales in Asia Pacific, with a particularly large share in South Korea

Small local grocers still the most important distribution channel in India

LEADING COMPANIES AND BRANDS

KakaoTalk Gift driving sales of luxury international and local mass brands in South Korea

Kao Corp continues with the rationalisation of its product line-up

Local players like Proya increasingly making an impact in the Chinese market

Chanel continues moving up the rankings in 2023

FORECAST PROJECTIONS

Positive value growth expected throughout the forecast period

Stable growth expected in China over the forecast period

Direct sellers looking to expand their online operations in South Korea

COUNTRY SNAPSHOTS

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China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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India: Competitive and Retail Landscape

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