



Euromonitor  
International

# Mass Beauty and Personal Care in Hong Kong, China

May 2026

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Low Growth Supported by Economic Environment

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Mass Beauty and Personal Care

### INDUSTRY PERFORMANCE

Low Growth Supported by Economic Environment

Mass Baby and Child-Specific Products Leads Growth but Mass Hair Care Leads Sales

Matsukiyo'S Private Label Expansion Accelerates Asia-Led Innovations and Trials

Chart 2 - Matsukiyo'S Private Label Expansion Accelerates Asia-Led Innovation and Trials

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

### WHAT'S NEXT?

J-Beauty, K-Beauty and Emerging Chinese Brands to Intensify Fragmentation and Growth

Mass Skin Care to Remains Largest Category, with Steady Growth Amid Rising Demand for Efficacy

Mass Hair Care to Lead Innovation-Driven Growth, Fuelled by Expansion of Japanese Chains

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Manufacturers Face Intensifying Fragmentation and Share Shifts Amid Asia Pacific Brand Influx

Retailer Private Label Products and Experiential Marketing Drive Competition and Consumer Loyalty

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

### ECONOMIC CONTEXT

Chart 9 - Economic Context for Mass Beauty and Personal Care

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 12 - Consumer Context for Mass Beauty and Personal Care

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Hong Kong, China - Industry Overview](#)

### EXECUTIVE SUMMARY

Premium and Mass Segments Diverge as Inbound Tourism and Asia Influence Drive Dynamics

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Beauty and Personal Care

### INDUSTRY PERFORMANCE

Premium and Mass Segments Diverge as Inbound Tourism and Asia Influence Drive Dynamics

Chart 17 - Asia-Inspired Retail Drives Trials, Switching and Everyday Usage

Skin Care Dominates Value Sales While Fragrances and Hair Care Show Solid Growth

Hong Kong'S Longevity-Driven Beauty Trend Reshapes Routines with Holistic Wellness

Chart 18 - Holistic Beauty, with Supplements, Skin Care and Devices Converging

Consumers Seek Products and Experiences That Align with Their Lifestyles

Chart 19 - Gamified Retail Experiences Strengthen Lifestyle-Driven Beauty Engagement

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

## WHAT'S NEXT?

Tourism Recovery and Local Spending Normalisation Set to Fuel Steady Growth

Chart 23 - What's Next? for Beauty and Personal Care

Skin Care Will Remain the Largest Category, While Fragrances Set to Grow the Fastest

Holistic Wellness and Personalised Experiences Expected to Reshape Consumer Engagement

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Multinationals Maintain Their Lead Amid Intensifying Fragmentation

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

## CHANNELS

Non-Grocery Retail Drives Offline Dominance While E-Commerce Is Important as a Complement

Experiential Retail and Expert Advice Shape Consumer Engagement and Loyalty

Chart 28 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 29 - Economic Context for Beauty and Personal Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 32 - Consumer Context for Beauty and Personal Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### 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/mass-beauty-and-personal-care-in-hong-kong-china/report](http://www.euromonitor.com/mass-beauty-and-personal-care-in-hong-kong-china/report).