



Euromonitor
International

Skin Care in Asia Pacific

June 2022

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REGIONAL OVERVIEW

Asia Pacific accounts for more than half of global skin care sales

Sales immediately back to seeing positive growth in 2021 after the 2020 decline

Facial care leads actual growth but set/kits more dynamic over 2016-2021

Dermocosmetics continue growing in 2021

Chinese facial care accounts for the bulk of new retail value added in 2016-2021

Premium products close to overtaking sales of mass products in Asia Pacific skin care

Although store-based retailing still has a greater share of skin care sales...

...non-store retailing, driven by e-commerce, continues to make major gains

LEADING COMPANIES AND BRANDS

Local brands performing strongly in the Chinese market

Shiseido looks to up its e-commerce game after losing share during the pandemic

China, Japan and South Korea the main revenue generators for the top 10 players

The History of Whoo continues its move up the rankings

FORECAST PROJECTIONS

Positive growth expected throughout the 2021-2026 period...

...with facial care driving the overall performance

Rising GDPs will be a major growth driver over 2021-2026

COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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Vietnam: Competitive and Retail Landscape

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