

Premium Beauty and Personal Care in Hong Kong, China

May 2024

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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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