

Make-Up sector in Hong Kong Market 2017: Key Players: Shiseido Company Limited, L'Oreal S.A, Kose Corporation

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WiseGuyReports published new report,
titled "Make-Up sector in Hong Kong"

Summary

Hong Kong's Make-Up sector is led by the Face Make-Up market in both value and volume terms and it is also forecast to register the fastest value growth during 2016-2021. High disposable income, falling unemployment rates and growing women workforce participation rate are the primary factors driving the Hong Kong Make-Up sector. Hypermarkets & Supermarkets is the leading channel for the distribution of Make-Up products in the country. Rigid Plastics is the most commonly used package material in the sector, while Flexible Packaging is forecast to register the fastest growth during 2016-2021. Shiseido Company, Limited, Amorepacific Corporation and L'Oreal S.A. are the leading market players in Hong Kong's Make-Up sector.

Country Profile report on the Make-Up sector in the Hong Kong provides insights on high growth markets to target, trends in the usage of packaging materials, category level distribution channel data and market share of brands.

What else is contained?

- Market data: Overall market value and volume data with growth analysis for 2011-2021.
- Category coverage: Value and growth analysis for Eye Make-Up, Face Make-Up, Nail Make-Up, and Lip Make-Up with inputs on individual category share within each market and the change in their market share forecast for 2016-2021
- Leading players: Market share of brands and private labels, including private label growth analysis from 2011-2016
- Distribution data: Percentage of sales within each market through distribution channels such as Hypermarkets & Supermarkets, Health & Beauty Stores, Department Stores, Drug Stores & Pharmacies, and others
- Packaging data: consumption breakdown for package materials and pack types in each market, in terms of percentage share of number of units sold. Package material data for Glass, Rigid Plastics, Paper & Board, Flexible Packaging, and others; pack type data for: Specialty Container, Tube, Jar and Tub.



Companies mentioned

Shiseido Company Limited
Amorepacific Corporation
L'Oreal S.A
Kose Corporation
The Estee Lauder Companies Inc
FANCL Corporation
Mary Kay Inc
Chanel S.A
Amway

Scope

- The Make-Up sector in Hong Kong accounted for 0.22% volume share in the Asia-Pacific region in 2016
- Hong Kong Make-Up sector is forecast to register value growth of 9.7% during 2016-2021
- The per capita consumption of Make-Up products is higher in Hong Kong compared to global and regional levels
- Face Make-Up is the largest market in value and volume terms in Hong Kong's Make-Up sector
- Per capita consumption of Face Make-Up products is higher in Hong Kong compared to global and regional levels

Key points

- Identify high potential categories and explore further market opportunities based on detailed value and volume analysis
- Existing and new players can analyze key distribution channels to identify and evaluate trends and opportunities
- Gain an understanding of the total competitive landscape based on detailed brand share analysis to plan effective market positioning
- Access the key and most influential consumer trends driving Make-Up consumption, and how they influence consumer behavior in the market which will help determine the best audiences to target
- Our team of analysts have placed a significant emphasis on changes expected in the market that will provide a clear picture of the opportunities that can be tapped over the next five years, resulting in revenue expansion
- The packaging analysis report helps manufacturers; in identifying the most commonly used packaging materials in the sector
- Analysis on key macro-economic indicators such as GDP per capita, population (overall and breakdown by age), and consumer price index. It also covers a comparative analysis of political, economic, socio-demographic, and technological indicators (PEST) across 50 countries.

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