



Euromonitor
International

Bath and Shower in Hong Kong, China

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Bath and Shower

INDUSTRY PERFORMANCE

Wellness Rituals and Asian Beauty Formats Drive Emotional Connection and Innovation

Body Wash/Shower Gel Leads Value Sales While Intimate Hygiene Shows Strong Growth Momentum

Chart 2 - Matsukiyo'S Fem Care Private Label Leads a Shift

Choi Fung and Dove Create Lifestyle Experiences That Transform Cleansing Rituals

Chart 3 - Choi Fung Elevates Bath and Shower into Emotional Wellbeing

Chart 4 - Dove and Mannings Redefine Bath and Shower Engagement

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Set to Drive Growth through Evolving Wellness and Emotional Care Rituals

Body Wash/Shower Gel to Remain the Largest Category and See Solid Growth

Innovation to Reshape Bath and Shower, with Focus on Sustainability, Wellness and Sensory Appeal

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Positions through Innovation and Targeted Expansion

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Offline Retail Dominance Driven by Sensorial and Experiential Shopping

Retail E-Commerce Remains Secondary for Bath and Shower

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Bath and Shower

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Bath and Shower

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

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

Chart 21 - 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 22 - Holistic Beauty, with Supplements, Skin Care and Devices Converging

Consumers Seek Products and Experiences That Align with Their Lifestyles

Chart 23 - Gamified Retail Experiences Strengthen Lifestyle-Driven Beauty Engagement

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

WHAT'S NEXT?

Tourism Recovery and Local Spending Normalisation Set to Fuel Steady Growth

Chart 27 - Analyst Insight 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 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Multinationals Maintain Their Lead Amid Intensifying Fragmentation

Chart 30 - Company Shares 2025

Chart 31 - 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 32 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Beauty and Personal Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Beauty and Personal Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - 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/bath-and-shower-in-hong-kong-china/report.