

# Premium Beauty and Personal Care in the Philippines

April 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Continued growth for premium beauty and personal care as consumers follow the influence of celebrities  
Dermocosmetics and ingredient-led beauty drive interest in premium products  
Competitive landscape remains highly fragmented with e-commerce becoming increasingly important

### PROSPECTS AND OPPORTUNITIES

Growing thirst for luxury products, with social media influencers playing a key role  
Retail e-commerce set to thrive thanks to competitive pricing and expanding product offer  
Consumers will pay more for better results due to growing focus on skin health

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