

Premium Beauty and Personal Care in Thailand

April 2024

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Premium Beauty and Personal Care in Thailand - Category analysis

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2023 DEVELOPMENTS

Sophisticated consumers support rising demand for premium products Premium brands expand beyond department stores into beauty specialist retailers, widening accessibility Celebrity endorsement as key strategy for premium brands

PROSPECTS AND OPPORTUNITIES

Premium skin care and colour cosmetics set to see accelerated advancements Packaging to be driven by convenience trends, prompting compact and portable formats Dermatological and dermocosmetic brands will keep on rising, while sustainability gains further ground

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DISCLAIMER

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