Beauty and Personal Care in the Philippines

April 2024

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Competitive landscape remains relatively consolidated due to faith placed in trusted brands

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Intimate washes benefit from a spate of new, local entrants.

PROSPECTS AND OPPORTUNITIES

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Competition intensifies, as local brands raise their profile

PROSPECTS AND OPPORTUNITIES

Premium brands are expected to look to expand their presence, alongside rising disposable incomes
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Multinationals maintain dominance, but local brands attract considerable interest, with social media playing an important role

**PROSPECTS AND OPPORTUNITIES**

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Launch of more sophisticated products in sun protection, while self-tanning remains unpopular
Natural, plant-based ingredients provide inspiration

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Healthy growth in 2023, with mass colour cosmetics, fragrances and deodorants benefiting from return of busy, pre-pandemic lifestyles
Multinationals lead sales but local brands make strides
Skin lightening products and dermocosmetics retain a strong presence

PROSPECTS AND OPPORTUNITIES
Filipinos will become more open to trying new products, alongside rising levels of purchasing power, with local brands expected to gain traction
Mass sun care has further potential as consumers become more aware of the dangers of sun exposure, while high number of denture wearers offers scope for gargles/mouth rinses
Men’s grooming will offer new opportunities for brands to expand their presence in the market

CATEGORY DATA

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