Colour Cosmetics in Thailand - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Hybrid products drive growth, but sales remain low compared with pre-pandemic
E-commerce maintains share growth despite return to health and beauty specialists
Players offer promotions to try and attract price-sensitive consumers

PROSPECTS AND OPPORTUNITIES

As some consumers continue to wear a mask, recovery will be protracted
More sophisticated demand expected to drive new product launches
Interesting developments in omnichannel retailing

CATEGORY DATA

Table 1 - Sales of Colour Cosmetics by Category: Value 2017-2022
Table 2 - Sales of Colour Cosmetics by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Colour Cosmetics: % Value 2018-2022
Table 4 - LBN Brand Shares of Colour Cosmetics: % Value 2019-2022
Table 5 - LBN Brand Shares of Eye Make-up: % Value 2019-2022
Table 6 - LBN Brand Shares of Facial Make-up: % Value 2019-2022
Table 7 - LBN Brand Shares of Lip Products: % Value 2019-2022
Table 8 - LBN Brand Shares of Nail Products: % Value 2019-2022
Table 9 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022
Table 10 - Forecast Sales of Colour Cosmetics by Category: Value 2022-2027
Table 11 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

Beauty and Personal Care in Thailand - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 12 - Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
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Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources
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