Beauty and Personal Care in Thailand

EXECUTIVE SUMMARY

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

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DISCLAIMER

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Baby and Child-Specific Products in Thailand

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2022 DEVELOPMENTS

Dynamic growth as mobility returns and new products are launched
Players take advantage of social media to offer deals and run campaigns
Natural and organic products increase in number and popularity

PROSPECTS AND OPPORTUNITIES

Rising knowledge and innovation set to drive growth
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The role of social media is likely to be enhanced

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2022 DEVELOPMENTS

Liquid soap and hand sanitisers see slower value growth
Adding value to products is one way of driving value growth
Consumers look to be pampered, and players launch relevant products

PROSPECTS AND OPPORTUNITIES

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Colour Cosmetics in Thailand

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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

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More sophisticated demand expected to drive new product launches
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Deodorants in Thailand

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Rising demand for deodorants as people spend more time outside the home
Competitive landscape remains fairly consolidated
Pricing, gifts and online campaigns help drive sales

PROSPECTS AND OPPORTUNITIES
Dynamic growth expected, especially for deodorant sprays
Deodorant sprays likely to be the winner in the cross-category competition
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Depilatories in Thailand

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Cost considerations help drive growth, as consumers turn to at-home hair removal
Large share of sales of depilatories remains concentrated amongst three players
Hair removers/bleaches highlight natural ingredients and additional benefits

PROSPECTS AND OPPORTUNITIES
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Products offering additional benefits likely to be the most successful
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Fragrances in Thailand

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Premium fragrances drives recovery in 2022
New product launches seen in both the premium and mass segments
Events and brand ambassadors used to promote brands

PROSPECTS AND OPPORTUNITIES
Continued growth despite different challenges for mass and premium fragrances
E-commerce set to maintain its growth trend
Sustainability expected to be a rising trend

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Hair Care in Thailand

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2022 DEVELOPMENTS

Dynamic growth as consumer mobility returns
Developments in conditioners and treatments
Players in colourants focus on nourishing hair

PROSPECTS AND OPPORTUNITIES

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Marketing programmes, social responsibility and sustainability will remain important
Value creation likely to be important to drive growth

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Men's Grooming in Thailand

KEY DATA FINDINGS

2022 DEVELOPMENTS

Greater attention to appearance and end of pandemic restrictions drive growth
Promotions and brand ambassadors used to attract consumers
Players drive growth by adding value in various ways

PROSPECTS AND OPPORTUNITIES

Increasing knowledge and product development set to contribute to growth
Growth of colour cosmetics for men, driven by popular brand ambassadors
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Oral Care in Thailand

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Good oral care habits are maintained even as the pandemic eases
Leaders carry out aggressive promotions to compete
Developments in toothpaste and power toothbrushes drive growth

PROSPECTS AND OPPORTUNITIES
Several categories set to drive growth thanks to premiumisation and innovation
Greater fragmentation, as new players enter and Thai consumers try new options
Social media to play an important role in communication

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Skin Care in Thailand

KEY DATA FINDINGS

2022 DEVELOPMENTS
Particularly strong growth for face masks and intensive eye care products
Entry of new brands, and expanded portfolios from existing brands
Anti-ageing is the main trend in skin care, driving numerous new product launches

PROSPECTS AND OPPORTUNITIES
Continued growth expected, driven by both mass and premium skin care
Aggressive promotions will be a strategy to attract consumers
Consumers likely to maintain their full skin care routine, even if they trade down
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2022 DEVELOPMENTS
Greater mobility and premium and organic product launches drive growth
E-commerce remains popular as consumers return to travel
Products available to meet any possible need

PROSPECTS AND OPPORTUNITIES
Growth expected for both the mass and premium segments
Consumers likely to favour products with multiple benefits
Reef-safe products likely to be an opportunity due to sustainability trend

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Sun Care in Thailand

KEY DATA FINDINGS

2022 DEVELOPMENTS
Sales rebound as pandemic restrictions end and consumer confidence returns
Dynamic new product development, especially in skin care
The move by players online continues

PROSPECTS AND OPPORTUNITIES
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Sustainability will remain important to companies and consumers
Aggressive pricing strategies in a competitive environment

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Premium Beauty and Personal Care in Thailand

KEY DATA FINDINGS

2022 DEVELOPMENTS
Sales rebound as pandemic restrictions end and consumer confidence returns
Dynamic new product development, especially in skin care
The move by players online continues

PROSPECTS AND OPPORTUNITIES
Several factors set to drive strong growth for premium beauty and personal care
Sustainability will remain important to companies and consumers
Aggressive pricing strategies in a competitive environment

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2022 DEVELOPMENTS

Multi-benefit products appreciated by consumers for their time- and cost-saving
Demonstrating products and selling through social media
Fragmentation increases as more players see opportunities

PROSPECTS AND OPPORTUNITIES

Strong growth potential will drive new launches and ensure strong sales
Entry of new players will lead to further fragmentation
Sustainability and premiumisation will remain key trends

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