

# **Beauty and Personal Care in Thailand**

April 2024

**Table of Contents** 

## Beauty and Personal Care in Thailand

## EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for beauty and personal care?

## MARKET DATA

Table 1 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in Thailand

**KEY DATA FINDINGS** 

#### 2023 DEVELOPMENTS

Clean beauty trend drives growth as category expands Babi Mild rebrands and aims to grow consumer base Brands increase investment in marketing

#### PROSPECTS AND OPPORTUNITIES

Premiumisation trend will support category growth during the forecast period Local brands set to strengthen their foothold in competitive landscape Players will continue to adopt omnichannel strategies while competition heats up online

#### CATEGORY DATA

Table 11 - Sales of Baby and Child-specific Products by Category: Value 2018-2023
Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023
Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023
Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023
Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023
Table 16 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023
Table 17 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023
Table 18 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023
Table 19 - Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028
Table 20 - Forecast Sales of Baby and Child-specific Products by Category: % Value 2023-2028
Table 21 - Forecast Sales of Baby and Child-specific Products by Category: % Value 2023-2028

Bath and Shower in Thailand

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Volume and value sales rise for bath and shower in 2023 Ingredient-led innovations sees multifunctionality in the spotlight Reduced threat of COVID-19 sees sales slow in hand sanitisers and liquid soap

#### PROSPECTS AND OPPORTUNITIES

Some pandemic-inspired trends will persist into permeance Premiumisation set to accelerate within bath and shower and beyond, while more small brands will further fragment the landscape Beyond functionality: Emotional benefits as the next frontier

## CATEGORY DATA

Table 22 - Sales of Bath and Shower by Category: Value 2018-2023

- Table 23 Sales of Bath and Shower by Category: % Value Growth 2018-2023
- Table 24 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023
- Table 25 NBO Company Shares of Bath and Shower: % Value 2019-2023
- Table 26 LBN Brand Shares of Bath and Shower: % Value 2020-2023
- Table 27 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023
- Table 28 Forecast Sales of Bath and Shower by Category: Value 2023-2028
- Table 29 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028
- Table 30 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

## Colour Cosmetics in Thailand

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Continued progress for colour cosmetics driven by lifted restrictions Offline shopping is back but brands are fighting it out online Local brands build overseas reputation to boost domestic respect

#### PROSPECTS AND OPPORTUNITIES

Demand for multifunctionality will drive future innovation Rise in gender-neutral marketing reflects importance of social values for Thai consumers Sustainability will expand within colour cosmetics as consciousness rises, while e-commerce continues to grow

#### CATEGORY DATA

- Table 31 Sales of Colour Cosmetics by Category: Value 2018-2023
- Table 32 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023
- Table 33 NBO Company Shares of Colour Cosmetics: % Value 2019-2023
- Table 34 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023
- Table 35 LBN Brand Shares of Eye Make-up: % Value 2020-2023
- Table 36 LBN Brand Shares of Facial Make-up: % Value 2020-2023
- Table 37 LBN Brand Shares of Lip Products: % Value 2020-2023
- Table 38 LBN Brand Shares of Nail Products: % Value 2020-2023
- Table 39 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023
- Table 40 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028
- Table 41 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

#### Deodorants in Thailand

#### **KEY DATA FINDINGS**

2023 DEVELOPMENTS

Deodorants sees strong growth in 2023 despite few launches Price-positioning and promotion remain central to marketing strategies Deodorant roll-ons remain most popular format, as premium brands gain greater ground

## PROSPECTS AND OPPORTUNITIES

Ingredient-led innovations expected to lead development Multifunctionality will see higher demand among budget-conscious consumers Emerging presence of cream and wipes while sticks likely to lose ground

#### CATEGORY DATA

Table 42 - Sales of Deodorants by Category: Value 2018-2023Table 43 - Sales of Deodorants by Category: % Value Growth 2018-2023Table 44 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023Table 45 - NBO Company Shares of Deodorants: % Value 2019-2023Table 46 - LBN Brand Shares of Deodorants: % Value 2020-2023Table 47 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023Table 48 - Forecast Sales of Deodorants by Category: Value 2023-2028Table 49 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028Table 50 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

#### Depilatories in Thailand

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Depilatories continues to rise but fails to replace hair-removal services Players prioritise post-care in their offerings Bundled promotions drive brand sales as Gillette maintains leadership of women's razors and blades in 2023.

## PROSPECTS AND OPPORTUNITIES

Hair removal services offered via beauty salons and aesthetic clinics may dampen growth Market to grow more fragmented with smaller brands making waves E-commerce to remain popular channel for depilatories sales

#### CATEGORY DATA

Table 51 - Sales of Depilatories by Category: Value 2018-2023
Table 52 - Sales of Depilatories by Category: % Value Growth 2018-2023
Table 53 - Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023
Table 54 - NBO Company Shares of Depilatories: % Value 2019-2023
Table 55 - LBN Brand Shares of Depilatories: % Value 2020-2023
Table 56 - Forecast Sales of Depilatories by Category: Value 2023-2028
Table 57 - Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

## Fragrances in Thailand

## **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Return to pre-pandemic trends boosts recovery for fragrances In-store retail benefits premium fragrances More players are expanding beyond fragrances category

## PROSPECTS AND OPPORTUNITIES

Fragrances to benefit from focus on emotional wellness Brands to look less at gender and more at ingredients and narrative Sustainability set to rise in fragrances, while counterfeits and cross-category competition may curb growth

## CATEGORY DATA

Table 58 - Sales of Fragrances by Category: Value 2018-2023
Table 59 - Sales of Fragrances by Category: % Value Growth 2018-2023
Table 60 - NBO Company Shares of Fragrances: % Value 2019-2023
Table 61 - LBN Brand Shares of Fragrances: % Value 2020-2023
Table 62 - LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023
Table 63 - LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023
Table 64 - Forecast Sales of Fragrances by Category: Value 2023-2028
Table 65 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

## Hair Care in Thailand

#### **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Hair care records dynamic growth in 2023 Greater consumer knowledge drives premiumisation trend At-home hair routines provide room for brands to promote advanced formulas

#### PROSPECTS AND OPPORTUNITIES

Ingredient-led developments will become more prominent in hair care Hair care will continue to flourish over the forecast period Premiumisation trend set to expand throughout category

#### CATEGORY DATA

Table 66 - Sales of Hair Care by Category: Value 2018-2023
Table 67 - Sales of Hair Care by Category: % Value Growth 2018-2023
Table 68 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023
Table 69 - NBO Company Shares of Hair Care: % Value 2019-2023
Table 70 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023
Table 71 - LBN Brand Shares of Hair Care: % Value 2020-2023
Table 72 - LBN Brand Shares of Colourants: % Value 2020-2023
Table 73 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023
Table 74 - LBN Brand Shares of Styling Agents: % Value 2020-2023
Table 75 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023
Table 76 - Forecast Sales of Hair Care by Category: Value 2023-2028
Table 77 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

#### Men's Grooming in Thailand

## **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Greater awareness surrounding men's grooming supports positive performance in 2023 The rise of male brand ambassadors and endorsers Men's grooming sees new entries at varying price points as competition intensifies

#### PROSPECTS AND OPPORTUNITIES

Men's grooming keep on expanding in terms of players and sales Premium trend will expand across category, while popular brand ambassadors will push growth in colour cosmetics for men E-commerce will enable higher accessibility to men's grooming products

## CATEGORY DATA

- Table 79 Sales of Men's Grooming by Category: Value 2018-2023Table 80 Sales of Men's Grooming by Category: % Value Growth 2018-2023Table 81 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023Table 82 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023Table 83 NBO Company Shares of Men's Grooming: % Value 2019-2023Table 84 LBN Brand Shares of Men's Grooming: % Value 2020-2023Table 85 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023Table 86 Forecast Sales of Men's Grooming by Category: Value 2023-2028
- Table 87 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

## Oral Care in Thailand

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Oral care education drives growth in category E-commerce rises while major players focus on aggressive promotions Emerging local brands and developments in toothpaste drive dynamism in oral care

#### PROSPECTS AND OPPORTUNITIES

Consumers to take a more preventative approach to oral care, while innovation will expand Herbal trend to gain traction amid greater market fragmentation Social media will rise in importance in terms of supporting sales

## CATEGORY DATA

Table 88 - Sales of Oral Care by Category: Value 2018-2023
Table 89 - Sales of Oral Care by Category: % Value Growth 2018-2023
Table 90 - Sales of Toothbrushes by Category: Value 2018-2023
Table 91 - Sales of Toothbrushes by Category: % Value Growth 2018-2023
Table 92 - Sales of Toothpaste by Type: % Value Breakdown 2019-2023
Table 93 - NBO Company Shares of Oral Care: % Value 2019-2023
Table 94 - LBN Brand Shares of Oral Care: % Value 2020-2023
Table 95 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023
Table 96 - LBN Brand Shares of Oral Care by Category: Value 2023-2028
Table 97 - Forecast Sales of Oral Care by Category: Value 2023-2028
Table 98 - Forecast Sales of Toothbrushes by Category: Value 2023-2028
Table 99 - Forecast Sales of Toothbrushes by Category: Walue Growth 2023-2028
Table 100 - Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

## Skin Care in Thailand

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Skinimalism trend accelerates, while category sees expanded portfolios and new brands More brands adopt clean beauty concept Sophisticated preferences drive development

## PROSPECTS AND OPPORTUNITIES

Ingredient-led innovation to keep driving skin care performance Current trends to drive development during forecast period Players will focus more on CSR, while competition will heat up

## CATEGORY DATA

Table 101 - Sales of Skin Care by Category: Value 2018-2023Table 102 - Sales of Skin Care by Category: % Value Growth 2018-2023Table 103 - NBO Company Shares of Skin Care: % Value 2019-2023Table 104 - LBN Brand Shares of Skin Care: % Value 2020-2023Table 105 - LBN Brand Shares of Basic Moisturisers: % Value 2020-2023Table 106 - LBN Brand Shares of Anti-agers: % Value 2020-2023Table 107 - LBN Brand Shares of Firming Body Care: % Value 2020-2023Table 108 - LBN Brand Shares of General Purpose Body Care: % Value 2020-2023Table 109 - LBN Brand Shares of Premium Skin Care: % Value 2020-2023Table 109 - LBN Brand Shares of Skin Care by Category: Value 2023-2028Table 111 - Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

## Sun Care in Thailand

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Adoption of daily use of SPF at a younger age drives growth in sun care Clean beauty trend and premiumisation prevalent in sun care Dermatological and dermocosmetic sun care brands are on the rise, and e-commerce holds further growth potential

#### PROSPECTS AND OPPORTUNITIES

Vegan and sustainability trends to inform innovation and development during forecast period Endorsement to play key role sun care sales Self-tanning and aftersun products to remain niche, while multifunctionality will rise

#### CATEGORY DATA

Table 112 - Sales of Sun Care by Category: Value 2018-2023Table 113 - Sales of Sun Care by Category: % Value Growth 2018-2023Table 114 - NBO Company Shares of Sun Care: % Value 2019-2023Table 115 - LBN Brand Shares of Sun Care: % Value 2020-2023Table 116 - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023Table 117 - Forecast Sales of Sun Care by Category: Value 2023-2028Table 118 - Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

## Premium Beauty and Personal Care in Thailand

## KEY DATA FINDINGS

## 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

## CATEGORY DATA

Table 119 - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023Table 120 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023Table 121 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 122 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023Table 123 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028Table 124 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

## Mass Beauty and Personal Care in Thailand

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Mass beauty and personal care sees healthy growth in 2023, spurred by social media Regional brands continue to attract attention from Thai consumers Brands focus on differentiation amid persistent fragmentation

#### PROSPECTS AND OPPORTUNITIES

Domestic players will invest more in international exposure to boost their brands back home Emerging Thai brands present a clinical slant in response to local demand for dermatologically tested products Vegan beauty and sustainability trends to accelerate across all mass beauty and personal care categories

#### CATEGORY DATA

Table 125 - Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 126 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 127 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

 Table 128 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 129 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 130 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-in-thailand/report.