Beauty and Personal Care in Thailand

April 2024

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Beauty and Personal Care in Thailand

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**Men's Grooming in Thailand**

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**PROSPECTS AND OPPORTUNITIES**

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Premium trend will expand across category, while popular brand ambassadors will push growth in colour cosmetics for men  
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### Key Data Findings

#### 2023 Developments

**Oral Care in Thailand**

- 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

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**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
KEY DATA FINDINGS

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Clean beauty trend and premiumisation prevalent in sun care
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Premium brands expand beyond department stores into beauty specialist retailers, widening accessibility
Celebrity endorsement as key strategy for premium brands

PROSPECTS AND OPPORTUNITIES
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Premium Beauty and Personal Care in Thailand

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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
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