



Beauty and Personal Care in Indonesia

May 2026

Table of Contents

EXECUTIVE SUMMARY

Lifestyle Marketing and Community Engagement Drive Broad-Based Growth

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Lifestyle Marketing and Community Engagement Drive Broad-Based Growth

Chart 2 - Paragon Leads With Community First Marketing via Kahf and Wardah

Barrier Protection Emerges as a Cross-Category Value Driver as Hybrid Formulations Redefine Expectations

Chart 3 - Barrier Protection Extended Beyond Skincare in 2025

Inclusive Ambassador Strategies Broaden Target Audiences

Chart 4 - Male Ambassador Strategy Expands Cross Gender Reach in Baby Care and Sun Care

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Demand for Skin Care Benefits to Drive Formula Innovation and Blur Category Boundaries

Retail to Transform as Social Commerce Reshapes Discovery and Conversion

Emerging Consumer Groups and Educational Marketing to Unlock the Next Wave of Growth

Chart 8 - Analyst Insight for Beauty and Personal Care

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Positions Amid Strong Competition and Fragmentation

Emerging Niche Brands Gain Traction through Innovation and Targeted Marketing

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Offline Retail Leads as Brand-Retailer Collaborations Elevate In-Store Experience

E-Commerce Serves as Both a Sales Engine and Digital Marketing Amplifier

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Beauty and Personal Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Beauty and Personal Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Clean Reimagined Elevates Ingredient Standards as Bio-Based Technology and Medical Credibility Reshapes Baby Care Formulations

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Baby and Child-Specific Products

INDUSTRY PERFORMANCE

Clean Reimagined Elevates Ingredient Standards as Bio-Based Technology and Medical Credibility Reshapes Baby Care Formulations

Chart 22 - Moell Showcases Microbiome Tech in Baby Skincare with Expert-Led Innovation and Education

Lifestyle-Driven Beauty Transforms Baby Care Marketing as Community Engagement and Peer Amplification Drive Brand Growth

Chart 23 - Moell Drives Brand Loyalty Through Community, Counselling, and Buzz- Worthy Events

Inclusivity and Diversity Reshapes Brand Narratives as Moell Redefines the Traditional Mother and Baby Model

Chart 24 - Moell Expands Baby Care Marketing with Viral Korean Single Dad as Brand Ambassador

Chart 25 - Value Sales 2020-2030

Chart 26 - Volume Sales 2020-2030

Chart 27 - Value Sales by Category 2025

WHAT'S NEXT?

Baby Wipes to Remain the Largest Category as Sun Care Leads Growth and Brands Target Older Children

Formulation Priorities Are Expected to Evolve as Adult Skin Care Trends Reshape Consumer Expectations

Chart 28 - Analyst Insight for Baby and Child-Specific Products

A Hybrid of Digital Sales Tools and Physical Community Events Is Projected to Define Effective Brand Strategy

Chart 29 - Forecast Value Sales 2020-2030

Chart 30 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Pz Cussons Retains Leadership in a Concentrated Market as Established Players Defend Positions

Moell'S Innovative Approach and Community Engagement Boost Growth Opportunities

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead Offline Sales While E-Commerce Rapidly Expands

Chart 33 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Baby and Child-Specific Products

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Baby and Child-Specific Products

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bath and Shower in Indonesia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

KEY INDUSTRY TRENDS

Chart 41 - Key Industry Trends for Bath and Shower

INDUSTRY PERFORMANCE

Bath and Shower Records Steady Value Growth in Indonesia as Lifestyle Innovation and Population Scale Support Resilient Demand
Lifestyle-Driven Marketing and Social Commerce Shape Brand Positioning

Chart 42 - Lifebuoy Skin Solutions Relaunch Taps Fitness Trends with Workout Class Events

Ingredient-Driven Reformulations Reshape Consumer Expectations and Value

Chart 43 - Lifebuoy Relaunches Skin Barrier Total 10

Chart 44 - Value Sales 2020-2030

Chart 45 - Volume Sales 2020-2030

Chart 46 - Value Sales by Category 2025

WHAT'S NEXT?

Ingredient Claims and Digital Upgrades Drive Value over Volume

Masstige Positioning and Ingredient Transparency Will Define Competitive Success

Chart 47 - Analyst Insight for Bath and Shower

Digital Engagement and Sustainable Packaging to Reshape Consumer Experience and Brand Loyalty

Chart 48 - Forecast Value Sales 2020-2030

Chart 49 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Maintains Leadership through Product Relaunches and Social Commerce as Rivals Steadily Gain Ground

Chart 50 - Company Shares 2025

Chart 51 - Brand Shares 2025

CHANNELS

Offline Grocery Retail Leads Distribution as E-Commerce Accelerates

Chart 52 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 53 - Economic Context for Bath and Shower

Chart 54 - Real Gdp Growth 2020-2030

Chart 55 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 56 - Consumer Context for Bath and Shower

Chart 57 - Population 2020-2030

Chart 58 - Consumer Expenditure 2020-2030

Chart 59 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in Indonesia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Lifestyle-Driven Beauty Elevates Colour Cosmetics as Performative Purchasing and Packaging Innovation Shape Demand

KEY INDUSTRY TRENDS

Chart 60 - Key Industry Trends for Colour Cosmetics

INDUSTRY PERFORMANCE

Lifestyle-Driven Beauty Elevates Colour Cosmetics as Performative Purchasing and Packaging Innovation Shape Demand

Chart 61 - Skintific Experiments with Cushion Cases from Denim to Pink

Clean Reimagined Drives Hybrid Innovation as Consumers Demand Skin Care Performance From Their Make-Up

Chart 62 - Y.O.U Beauty Fuses Coffee Culture with Cosmetics in Caffeine Cushion Launch

Inclusivity and Diversity Expand as Brands Address Shade Diversity

Chart 63 - Wardah Elevates Cushion Marketing with Color & Face Analysis Pop-Ups

Chart 64 - Value Sales 2020-2030

Chart 65 - Volume Sales 2020-2030

Chart 66 - Value Sales by Category 2025

WHAT'S NEXT?

Lifestyle-Driven Purchasing Expected to Reward Brands That Build Community

E-Commerce Set to Lead as Tiktok Shop and Shopee Live Lead Immersive Social Commerce

Physical Retail Is Anticipated to Evolve into Immersive Ar- and Vr-Led Spaces

Chart 67 - Analyst Insight for Colour Cosmetics

Chart 68 - Forecast Value Sales 2020-2030

Chart 69 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Paragon and L'Oréal Defend Leadership Amid Accelerating Local and Chinese Challengers

Chart 70 - Company Shares 2025

Chart 71 - Brand Shares 2025

CHANNELS

Offline Retail Leads as Guardian and Watsons Remain Key Touchpoints

E-Commerce Accelerates as Social Commerce Reshapes Purchasing Behaviour

Chart 72 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 73 - Economic Context for Colour Cosmetics

Chart 74 - Real Gdp Growth 2020-2030

Chart 75 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 76 - Consumer Context for Colour Cosmetics

Chart 77 - Population 2020-2030

Chart 78 - Consumer Expenditure 2020-2030

Chart 79 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in Indonesia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Steady Growth Driven by Climate and Active Lifestyle Boosts Demand

KEY INDUSTRY TRENDS

Chart 80 - Key Industry Trends for Deodorants

INDUSTRY PERFORMANCE

Steady Growth Driven by Climate and Active Lifestyle Boosts Demand

Sports-Centric Marketing and Whole-Body Positioning Expand Deodorant Usage Occasions beyond the Underarm

Chart 81 - Rexona Promotes Active Living with Whole-Body Deodorant Beyond Underarms

Skin-Friendly Formulations and Hybrid Skin Care Benefits Raise Consumer Expectations beyond Basic Odour Control

Chart 82 - Nivea Launches Derma Deodorant with Skin Barrier Protection & Skincare Ingredients

Chart 83 - Value Sales 2020-2030

Chart 84 - Volume Sales 2020-2030

Chart 85 - Value Sales by Category 2025

WHAT'S NEXT?

Skincare-Level Standards and Hybrid Formats Are Set to Define the Next Wave of Product Innovation

Chart 86 - Analyst Insight for Deodorants

Ai Adoption Is Expected to Unlock Personalisation Opportunities as Smart Deodorant Technology Emerges

Gender-Neutral Positioning and Inclusive Marketing Are Set to Strengthen Connections with Younger Consumers

Chart 87 - Forecast Value Sales 2020-2030

Chart 88 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Rexona and Nivea Defend Leadership as Market Concentration Declines

Kahf Benefits From Brand Momentum as Competitive Dynamics Broaden

Chart 89 - Company Shares 2025

Chart 90 - Brand Shares 2025

CHANNELS

Convenience Retailers Gain Ground as E-Commerce Closes in on Offline Channels in 2025

Rexona's Cross-Channel Collaboration Illustrates the Value of Integrated Retail Strategies

Chart 91 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 92 - Economic Context for Deodorants

Chart 93 - Real Gdp Growth 2020-2030

Chart 94 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 95 - Consumer Context for Deodorants

Chart 96 - Population 2020-2030

Chart 97 - Consumer Expenditure 2020-2030

Chart 98 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in Indonesia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Razors Sustain Growth as Laser Treatments Make Gradual Inroads in First-Tier Cities

KEY INDUSTRY TRENDS

Chart 99 - Key Industry Trends for Depilatories

INDUSTRY PERFORMANCE

Razors Sustain Growth as Laser Treatments Make Gradual Inroads in First-Tier Cities

Gillette Embeds the Brand in Lifestyle and Culture to Sustain Relevance among Younger Consumers

Chart 100 - Gillette Leverages Lifestyle Trends via TikTok Lives and Brightspot Market

Comfort Gels and Sensory Upgrades Position Razors as Benefit-Driven Personal Care Tools

Chart 101 - Gillette Launches Mini Version of Its Best Selling White Tea Razor

Chart 102 - Value Sales 2020-2030

Chart 103 - Volume Sales 2020-2030

Chart 104 - Value Sales by Category 2025

WHAT'S NEXT?

Laser Clinics Expected to Remove Barriers as Affordable Options Reshape Hair Removal

Multifunctional Razors Are Set to Evolve into Skincare-Aligned Tools as Variant Development Accelerates

Trade-Up Behaviour Is Forecast to Bypass Mid-Tier Options as Consumers Polarise between Razors and Laser

Chart 105 - Forecast Value Sales 2020-2030

Chart 106 - Forecast Value Sales by Category 2025-2030

CHANNELS

Small Local Grocers and Convenience Stores Lead Distribution as E-Commerce Gains Ground in Urban Markets

Chart 107 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 108 - Economic Context for Depilatories

Chart 109 - Real Gdp Growth 2020-2030

Chart 110 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 111 - Consumer Context for Depilatories

Chart 112 - Population 2020-2030

Chart 113 - Consumer Expenditure 2020-2030

Chart 114 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in Indonesia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Storytelling and Aspirational Self-Expression Drives Mass and Premium Fragrance Growth in 2025

KEY INDUSTRY TRENDS

Chart 115 - Key Industry Trends for Fragrances

INDUSTRY PERFORMANCE

Storytelling and Aspirational Self-Expression Drives Mass and Premium Fragrance Growth in 2025

Chart 116 - Strategic Storytelling and Partnerships Propel HMNS Products

Ai and Digital Innovation Address the Blind-Buying Barrier to Strengthen Online Fragrance Purchasing

Chart 117 - Kahf Decode Brings AI-Powered Scent Personalisation with Robomix for a Unique Fragrance Experience

Atsiri Embeds Sustainability as a Holistic Lifestyle Narrative Rather Than a Packaging Claim

Chart 118 - Atsiri Champions Mindful Living Through Heritage Driven Fragrance and Sustainable Innovation

Chart 119 - Value Sales 2020-2030

Chart 120 - Volume Sales 2020-2030

Chart 121 - Value Sales by Category 2025

WHAT'S NEXT?

Ai and Ar Are Forecast to Bridge Physical and Digital Shopping through Immersive, Sensory-Rich Experiences

Hyper-Personalisation and Cultural Narratives Are Set to Deepen Consumer Connection and Brand Loyalty

Chinese Brand Entry Is Anticipated to Intensify Competition and Reshape the Fragrance Landscape

Chart 122 - Analyst Insight for Fragrances

Chart 123 - Forecast Value Sales 2020-2030

Chart 124 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'oréal Maintains Leadership as Market Fragmentation Deepens and Local Brands Gain Ground

Kahf Strengthens Its Position in Mass Men'S Fragrances through Community-Focused Activations

Chart 125 - Company Shares 2025

Chart 126 - Brand Shares 2025

CHANNELS

Offline Retail Maintains Dominance as Local Brands Invest in Immersive Physical Experiences

E-Commerce Expands Rapidly, Driven by Hype-Led Launches and the Growing Role of Social Commerce

Chart 127 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 128 - Economic Context for Fragrances

Chart 129 - Real Gdp Growth 2020-2030

Chart 130 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 131 - Consumer Context for Fragrances

Chart 132 - Population 2020-2030

Chart 133 - Consumer Expenditure 2020-2030

Chart 134 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in Indonesia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Social Commerce and Affiliate Engagement Drive Lifestyle-Led Brand Building across Hair Care

KEY INDUSTRY TRENDS

Chart 135 - Key Industry Trends for Hair Care

INDUSTRY PERFORMANCE

Social Commerce and Affiliate Engagement Drive Lifestyle-Led Brand Building across Hair Care

Chart 136 - Sunsilk Boosts Engagement Through Affiliate Perks and Community Lifestyle Activities

Skinification Introduces Scalp Health and Active Ingredients into Hair Care Formulations

Chart 137 - Ellips Launches Hair Serum with Panthenol and Antioxidants Backed by Top KOL Endorsements

Inclusivity Campaigns Expand Brand Reach and Deepen Consumer Connection

Chart 138 - Pantene Features Iconic Older Women in Miracle Series Launch

Chart 139 - Value Sales 2020-2030

Chart 140 - Volume Sales 2020-2030

Chart 141 - Value Sales by Category 2025

WHAT'S NEXT?

Skinification Is Set to Become Mainstream in Hair Care

Chart 142 - Analyst Insight for Hair Care

Sustainability Is Forecast to Move beyond Packaging into Practical Features

Ai-Powered Personalisation Is Expected to Become a Key Differentiator

Chart 143 - Forecast Value Sales 2020-2030

Chart 144 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Leads as Pantene and Sunsilk Strengthen Positions

Chart 145 - Company Shares 2025

Chart 146 - Brand Shares 2025

CHANNELS

Offline Retail Leads as E-Commerce Grows and Omnichannel Gains Traction

Chart 147 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 148 - Economic Context for Hair Care

Chart 149 - Real Gdp Growth 2020-2030

Chart 150 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 151 - Consumer Context for Hair Care

Chart 152 - Population 2020-2030

Chart 153 - Consumer Expenditure 2020-2030

Chart 154 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in Indonesia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Lifestyle-Led Engagement and Social Commerce Drive Men'S Grooming Growth

KEY INDUSTRY TRENDS

Chart 155 - Key Industry Trends for Men's Grooming

INDUSTRY PERFORMANCE

Lifestyle-Led Engagement and Social Commerce Drive Men'S Grooming Growth

Chart 156 - Kahf Brotherhood Builds Community and Strengthens Brand Appeal, Loyalty, and Recall

Ai-Driven Personalisation Accelerates Men'S Adoption of Skin Care

Chart 157 - Kahf Decode Draws 20,000 Men in Five Days with AI-Enabled Comprehensive Personal Analysis

Practical Sustainability Drives Repurchase in Men'S Grooming

Chart 158 - Kahf's Refill Pack Highlights Savings on Cost and Waste

Chart 159 - Value Sales 2020-2030

Chart 160 - Volume Sales 2020-2030

Chart 161 - Value Sales by Category 2025

WHAT'S NEXT?

Men'S Skin Care Is Set to Lead Growth as Skincare Conversion Expands the Consumer Base

Chart 162 - Analyst Insight for Men's Grooming

Doctor Influencer-Led Communities to Shape Men'S Grooming Engagement

Ai Personalisation Is Set to Become a Mainstream Enabler

Chart 163 - Forecast Value Sales 2020-2030

Chart 164 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Experience Gradual Share Shifts Amid Mild Market Fragmentation

Chart 165 - Company Shares 2025

Chart 166 - Brand Shares 2025

CHANNELS

Convenience Stores Lead Offline Retail While E-Commerce Grows Rapidly

Pop-Up and Experiential Retail Drive Brand Engagement

Chart 167 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 168 - Economic Context for Men's Grooming

Chart 169 - Real Gdp Growth 2020-2030

Chart 170 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 171 - Consumer Context for Men's Grooming

Chart 172 - Population 2020-2030

Chart 173 - Consumer Expenditure 2020-2030

Chart 174 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Oral Care in Indonesia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Enamel Protection Reframes Toothpaste Whitening Propositions

KEY INDUSTRY TRENDS

Chart 175 - Key Industry Trends for Oral Care

INDUSTRY PERFORMANCE

Enamel Protection Reframes Toothpaste Whitening Propositions

Chart 176 - Pepsodent Ultra White: Dual Whitening Plus Enamel Barrier Renewal

Ip Collaborations and Experiential Activations Drive Engagement

Chart 177 - Closeup & Pepsodent Ride Wicked Hype with IP-Based Oral Care Launches

Gum Health Expands Demand beyond Teeth Aesthetics

Chart 178 - Pepsodent Gum Expert: Zinc & Vitamin E for Healthier Gums, Ideal for Moms-to-Be

Chart 179 - Value Sales 2020-2030

Chart 180 - Volume Sales 2020-2030

Chart 181 - Value Sales by Category 2025

WHAT'S NEXT?

Electric Toothbrush Adoption Set to Grow as Smart Innovation Unlocks Value

Ai Personalisation to Reshape Product Relevance and Engagement

Oral Health Education Forecast to Drive Demand for Advanced Formats

Chart 182 - Analyst Insight for Oral Care

Chart 183 - Forecast Value Sales 2020-2030

Chart 184 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Indonesia Maintains Lead as Competition Intensifies

Usmile Leverages E-Commerce and Innovation to Disrupt Leaders

Chart 185 - Company Shares 2025

Chart 186 - Brand Shares 2025

CHANNELS

E-Commerce Grows as Emerging Brands Challenge Offline Dominance
Festival Activations and Digital Ecosystems Reshape Retail Engagement
Chart 187 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 188 - Economic Context for Oral Care
Chart 189 - Real Gdp Growth 2020-2030
Chart 190 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 191 - Consumer Context for Oral Care
Chart 192 - Population 2020-2030
Chart 193 - Consumer Expenditure 2020-2030
Chart 194 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Skin Care in Indonesia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Clinical-Grade Actives Drive Accessible Ingredient-Led Innovation

KEY INDUSTRY TRENDS

Chart 195 - Key Industry Trends for Skin Care

INDUSTRY PERFORMANCE

Clinical-Grade Actives Drive Accessible Ingredient-Led Innovation
Chart 196 - Wardah Launches Halal PDRN-Inspired & Retinal Serums
AI-Driven Personalisation Drives Differentiated Skin Care Experiences
Chart 197 - Wardah Debuts AI Roboskin for Personalised Serums at Skinverse Clinic 2025
Lifestyle-Led Activations Embed Skin Care within Social Sport Culture
Chart 198 - NPure and Wardah Ride Padel Trend with Nationwide Tournaments and Social Activations
Chart 199 - Value Sales 2020-2030
Chart 200 - Volume Sales 2020-2030
Chart 201 - Value Sales by Category 2025

WHAT'S NEXT?

At-Home Clinical Innovation to Drive Growth in Skin Care
Chart 202 - Analyst Insight for Skin Care
Sustained Innovation to Remain Critical as Sku Loyalty Stays Limited
Chinese Brand Competition to Hinge on Import Regulation Trends
Chart 203 - Forecast Value Sales 2020-2030
Chart 204 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Strengthen Positions through Innovation and Marketing
Digital-First, Budget Positioning Drives Emerging Challenger Growth in Moisturisers
Chart 205 - Company Shares 2025
Chart 206 - Brand Shares 2025

CHANNELS

Offline Channels Remain Dominant as E-Commerce Growth Accelerates

Experiential Activations Drive Offline Retail Innovation

Chart 207 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 208 - Economic Context for Skin Care

Chart 209 - Real Gdp Growth 2020-2030

Chart 210 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 211 - Consumer Context for Skin Care

Chart 212 - Population 2020-2030

Chart 213 - Consumer Expenditure 2020-2030

Chart 214 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Sun Care in Indonesia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Multifunctional Sun Care Sets New Standards in Formulation Innovation

KEY INDUSTRY TRENDS

Chart 215 - Key Industry Trends for Sun Care

INDUSTRY PERFORMANCE

Multifunctional Sun Care Sets New Standards in Formulation Innovation

Chart 216 - Wardah UV Shield Reinvented: Lightweight Sunscreen-Serum with Advanced Skin Benefits

Ai-Driven Personalisation Expands Access to Tailored Sun Care Solutions

Chart 217 - Wardah's Aura AI Offers Personalised Sunscreen Recommendations

Inclusive Marketing Reshapes Gender Perceptions in Sun Care

Chart 218 - Facetology Targets Men and Amplifies Female Interest with a Popular Male Influencer

Chart 219 - Value Sales 2020-2030

Chart 220 - Volume Sales 2020-2030

Chart 221 - Value Sales by Category 2025

WHAT'S NEXT?

Men's Segment to Drive Growth as Inclusivity Reshapes Sun Care Adoption

Chart 222 - Analyst Insight for Sun Care

Hybrid Sun Care across Skin Care and Makeup to Expand as Convergent Formats Gain Traction

Key Opinion Leaders to Remain Critical as Influence-Driven Purchasing Intensifies

Chart 223 - Forecast Value Sales 2020-2030

Chart 224 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Positions Amid Shifting Shares

Chart 225 - Company Shares 2025

Chart 226 - Brand Shares 2025

CHANNELS

Offline Retail Leads in 2025 as E-Commerce Approaches Parity

Beauty Festivals Drive Product Launches and Consumer Engagement

Chart 227 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 228 - Economic Context for Sun Care

Chart 229 - Real Gdp Growth 2020-2030

Chart 230 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 231 - Consumer Context for Sun Care

Chart 232 - Population 2020-2030

Chart 233 - Consumer Expenditure 2020-2030

Chart 234 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Premium Beauty and Personal Care in Indonesia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Skin Care and Sun Care Drive Broad-Based Growth as Beauty Shifts Towards Self-Care

KEY INDUSTRY TRENDS

Chart 235 - Key Industry Trends for Premium Beauty and Personal Care

INDUSTRY PERFORMANCE

Premium Skin Care and Sun Care Drive Broad-Based Growth as Beauty Shifts Towards Self-Care

Premium Skin Care and Sun Care Drive Broad-Based Growth as Beauty Shifts Towards Self-Care

Chart 236 - YSL Beauty Indonesia Becomes the First Luxury Brand to Enter TikTok Live Selling

Chart 237 - Value Sales 2020-2030

Chart 238 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Beauty and Personal Care to Maintain Growth as Self-Care and Wellness Elevate Category Appeal

Selective Consumers to Demand Clearer Returns as Premium Competes with Improving Mass Alternatives

Accessible Premium Brands to Adopt Mass-Influenced Marketing as the Upper-Mass Gap Narrows

Chart 239 - Analyst Insight for Premium Beauty and Personal Care

Chart 240 - Forecast Value Sales 2020-2030

Chart 241 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'oréal Indonesia Solidifies Its Lead Amid Stable Premium Competition

Chart 242 - Company Shares 2025

Chart 243 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 244 - Economic Context for Premium Beauty and Personal Care

Chart 245 - Real Gdp Growth 2020-2030

Chart 246 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 247 - Consumer Context for Premium Beauty and Personal Care

Chart 248 - Population 2020-2030

Chart 249 - Consumer Expenditure 2020-2030

Chart 250 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Mass Beauty and Personal Care in Indonesia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Skin Care and Sun Care Drive Growth through Clinical Confidence and Digital Discovery

KEY INDUSTRY TRENDS

Chart 251 - Key Industry Trends for Mass Beauty and Personal Care

INDUSTRY PERFORMANCE

Mass Skin Care and Sun Care Drive Growth through Clinical Confidence and Digital Discovery

Lifestyle Marketing and Social Commerce Drive Mass Brand Relevance

Chart 252 - Barenbliss Builds Momentum Through Fast Drops and Always On Social Presence

Chart 253 - Value Sales 2020-2030

Chart 254 - Value Sales by Category 2025

WHAT'S NEXT?

Mass Beauty to Sustain Growth as Skin Care and Sun Care Extend Momentum

Rising Product Quality to Boost Mass Competitiveness without Price Increases

Social Commerce Shifts From Celebrity Campaigns to Community-Led Influence

Chart 255 - Analyst Insight for Mass Beauty and Personal Care

Chart 256 - Forecast Value Sales 2020-2030

Chart 257 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Shift Shares Amid Evolving Competition

Top Brands Maintain Leadership through Quality, Marketing and Innovation

Chart 258 - Company Shares 2025

Chart 259 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 260 - Economic Context for Mass Beauty and Personal Care

Chart 261 - Real Gdp Growth 2020-2030

Chart 262 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 263 - Consumer Context for Mass Beauty and Personal Care

Chart 264 - Population 2020-2030

Chart 265 - Consumer Expenditure 2020-2030

Chart 266 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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-indonesia/report.