

# Skin Care in the Philippines

April 2024

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# Skin Care in the Philippines - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Ingredient-led beauty remains popular, but some consumers are following less complex skin care regimes Celebrity endorsements remain a valuable marketing tool Sustainability concerns come to the fore, although counterfeit products remain a concern

# PROSPECTS AND OPPORTUNITIES

The Philippines is likely to remain a popular testing ground for new products Premium and affordable skin care products are both set to thrive, as consumers mix and match Growing interest in organic products

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