Mass Beauty and Personal Care in Thailand - Category analysis

KEY DATA FINDINGS

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

CATEGORY DATA

Table 1 - Sales of Mass Beauty and Personal Care by Category: Value 2017-2022
Table 2 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2018-2022
Table 4 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022
Table 5 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027
Table 6 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2022-2027

EXECUTIVE SUMMARY

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

MARKET DATA

Table 7 - Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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