



Colour Cosmetics in Laos

June 2026

Table of Contents

Colour Cosmetics in Laos - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

INDUSTRY PERFORMANCE

Brands Leverage Affordability and Climate Fit to Drive Growth in Laos

Chart 1 - Super Stay Lumi Matte Foundation

Mass Brands Leverage Clean Beauty and Digital Engagement to Expand Reach

Chart 2 - Tiktok Try-On Filter

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Functional Innovation and Modern Formats to Reshape Consumer Preferences and Accessibility

Thai Brands to Gain Share as Trends Accelerate

Digital Platforms to Continue Driving Discovery and Purchase Conversion through Influencer Content

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Strengthen Leadership through Tailored Strategies

Srichand United Dispensary Co Ltd Leverages Heritage and Innovation to Rise Rapidly

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Modern Trade Expansion Drives Leadership in Colour Cosmetics Distribution

Miniso x 4U2 Partnership Accelerates Lifestyle Retail and Digital Integration

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Colour Cosmetics

Chart 12 - Real GDP Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Colour Cosmetics

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Laos - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Mass and Premium Segments Grow, Driven by Affordability and Clean Beauty Focus

Chart 19 - Pond's Hydra Miracle Ultra Light Biome Gel Cream

Skin Care and Baby Products Lead as Multifunctional Daily-Use Products Surge

Chart 20 - BeNice Bloom

Thai Brands Accelerate Growth with Barrier-Boosting Skin Care Innovations

Chart 21 - Srichand Expands

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Affordable Multifunctional Products to Propel Category Expansion Amid Economic Caution

Skin Care to Maintain Dominance While Baby and Child Care Surges

Natural, Multifunctional Product Demand to Reshape Consumer Choices and Retail Strategies

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Consolidate Leadership through Portfolio Breadth and Distribution

Emerging Thai Brands and Product Innovation Drive Growth and Open New Opportunities

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Retail Offline Sustains Dominance as Modern Grocery Formats Expand Reach

Social Commerce and Digital Trends Elevate E-Commerce's Indirect Influence

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Beauty and Personal Care

Chart 31 - Real GDP Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Beauty and Personal Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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/colour-cosmetics-in-laos/report.