



Euromonitor
International

Mass Beauty and Personal Care in Cambodia

July 2026

Table of Contents

Mass Beauty and Personal Care in Cambodia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Young Urban Consumers Drive Growth Amid Rising Spending Power

Mass Bath and Shower Leads in Size, While Colour Cosmetics Excels in Growth

K-Beauty Sun-Serums Captivate Consumers, Raising Skin Care Standards

Chart 1 - Value Sales 2020-2030

Chart 2 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Consumers to Accelerate Shift to Mass-Prestige Brands through Social Commerce

Mass Colour Cosmetics Leads Growth

Digital Engagement and Health-Focused Skin Care Redefine Consumer Interaction and Industry Dynamics

Chart 3 - Forecast Value Sales 2020-2030

Chart 4 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Multinationals Consolidate Position Amid Growing Competition

Digital Engagement and Private Label Evolution Drive New Growth Avenues

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 7 - Economic Context for Mass Beauty and Personal Care

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Mass Beauty and Personal Care

Chart 11 - Population 2020-2030

Chart 12 - Consumer Expenditure 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Consumers' Shift to Quality and Digital Trust Shapes Steady Revenue Growth

Chart 15 - Digital Transparency as Qr-Verified Authenticity Campaigns Win Consumer Trust

Oral Care Leads Value, Led by Urban Consumer Trust and Broad Usage

K-Beauty and J-Beauty Drive Sun Care Innovation, Boosting Market Dynamism

Chart 16 - Value Sales 2020-2030

Chart 17 - Volume Sales 2020-2030

Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

Social Commerce to Reshape Consumer Engagement and Spending Behaviours

Oral Care to Sustain Value Lead, While Colour Cosmetics Leads Rapid Expansion

Consumer Demand for Natural, Personalised, and Premium Offerings Drives Innovation

Chart 19 - Forecast Value Sales 2020-2030

Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Multinationals Consolidate Market Share by Capturing Consumer Trust and Innovation

Chart 21 - Analyst Insight for Beauty and Personal Care

Digital Engagement and Product Innovation Drive Growth Amid Stable Competition

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead Distribution as Hypermarkets Lead Growth

Influencer-Led Community Brands and Clean Beauty Drive Experiential Retail Evolution

Retail E-Commerce Accelerates Growth, Driven by Social Commerce and Digital Trust

Chart 24 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 25 - Economic Context for Beauty and Personal Care

Chart 26 - Real Gdp Growth 2020-2030

Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Beauty and Personal Care

Chart 29 - Population 2020-2030

Chart 30 - Consumer Expenditure 2020-2030

Chart 31 - 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/mass-beauty-and-personal-care-in-cambodia/report.