



Premium Beauty and Personal Care in Indonesia

May 2022

Table of Contents

Premium Beauty and Personal Care in Indonesia - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Premium segment faces particular challenges during COVID-19 crisis

Different types of e-commerce channels tapping into different kinds of premium beauty and personal care products

Premium international brands and large FMCG brands drive omni-channel sales

PROSPECTS AND OPPORTUNITIES

Premium beauty and personal care driven by skin care and fragrances

E-commerce here to stay

Focus on skin health benefits

CATEGORY DATA

Table 1 - Sales of Premium Beauty and Personal Care by Category: Value 2016-2021

Table 2 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 3 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2017-2021

Table 4 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2018-2021

Table 5 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2021-2026

Table 6 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2021-2026

Beauty and Personal Care in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

Chart 1 - Beauty and Personal Care Value Sales Growth Scenarios: 2019-2026

Chart 2 - Beauty and Personal Care Impact of Soft Drivers on Value Sales: 2019-2026

MARKET DATA

Table 7 - Sales of Beauty and Personal Care by Category: Value 2016-2021

Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2018-2021

Table 12 - Distribution of Beauty and Personal Care by Format: % Value 2016-2021

Table 13 - Distribution of Beauty and Personal Care by Format and Category: % Value 2021

Table 14 - Forecast Sales of Beauty and Personal Care by Category: Value 2021-2026

Table 15 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/premium-beauty-and-personal-care-in-indonesia/report.