

## **Beauty and Personal Care in Thailand**

Market Direction | 2023-05-02 | 138 pages | Euromonitor

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### **Report description:**

Although Thailand faced some negative factors in 2022, especially high inflation and pressure on incomes and purchasing power, the performance of beauty and personal care was strong, thanks to the resumption of social activities and normal lifestyles. COVID-19 measures were lifted, and people returned to the workplace (although hybrid working also continued), spent more time at the gym, participated in outdoor activities, and returned to socialising and both domestic and overseas travel. Therefo...

Euromonitor International's Beauty and Personal Care in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Beauty and Personal Care market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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## 2022 DEVELOPMENTS

Sales rebound as pandemic restrictions end and consumer confidence returns

Dynamic new product development, especially in skin care

The move by players online continues

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Adding value to products is one way of driving value growth

Consumers look to be pampered, and players launch relevant products

#### PROSPECTS AND OPPORTUNITIES

Body wash/shower gel and bar soap set to drive actual value growth

Small emerging players likely to fragment the competitive landscape further

E-commerce set to maintain growth as promotions will draw in consumers

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