

Beauty and Personal Care in the Philippines

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Report description:

Beauty and personal care saw a return to growth in retail volume terms in 2022 with sales boosted by the reopening of the economy and the lifting of COVID-19 restrictions. With COVID-19 fears subsiding schools reopened and many consumers returned to the workplace while people also started to socialise more frequently with friends and family. This boosted sales across beauty and personal care but especially categories such as colour cosmetics and fragrances which saw heavy losses during the lockdown.

Euromonitor International's Beauty and Personal Care in Philippines 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Strict labelling laws translate into a significant advantage for products with an extensive medical positioning
Local and international celebrities play a key role in driving market demand, including in oral care
Skin whitening products retain appeal as consumers focus more on the ingredients used than the brand

PROSPECTS AND OPPORTUNITIES

Mass sun care full of potential as consumers become more aware of the dangers of sun exposure
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Premium beauty and personal care sees a strong recovery but there remains an unmet demand as consumers follow the influence of celebrities

Dermocosmetics and ingredient led beauty driving interest in premium products

Competitive landscape remains highly fragmented with premium fragrances remaining key to category sales

PROSPECTS AND OPPORTUNITIES

A thirst for ultra-premium brands such as Guerlain Orchidee is present in the market

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Competitive landscape remains relatively consolidated due to faith placed in trusted brands

Income disparity influences demand with products and packaging tailored to meet different audiences

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

Brightening/whitening bath and shower products offer further growth potential

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2022 DEVELOPMENTS

Masks and treatments help add variety to a mature category

Wide range and variety of products, packaging and price points boosting demand for colourants and conditioners and treatments

Consumers are highly receptive to new products, but multinationals maintain dominance

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Oral care sees an increasing focus on natural and sustainable ingredients and products

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