

Mass Beauty and Personal Care in Thailand

Market Direction | 2024-04-22 | 24 pages | Euromonitor

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Report description:

Mass beauty and personal care in Thailand recorded strong double-digit growth in 2023 in current value terms, with rises seen across all segments. Modern consumers are becoming more careful in choosing skin care products in line with health and wellness trends, leading to greater market fragmentation. Within mass skin care, Thais tend to show relatively high brand loyalty as they regard the products as nourishment and seek out specific formulas and benefits for specific issues.

Euromonitor International's Mass 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin 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 Mass 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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