

## **Mass Beauty and Personal Care in Indonesia**

Market Direction | 2024-04-30 | 23 pages | Euromonitor

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### **Report description:**

Mass beauty and personal care products continued to outsell their premium counterparts in Indonesia in 2023. These products remain the most affordable option for the majority of the population, many of whom do not have the financial resources to purchase premium alternatives. The category also saw positive growth in current value terms, albeit at a slower pace than the previous year. While sales were boosted by the return of consumers to their busy pre-pandemic lifestyles, alongside greater leve...

Euromonitor International's Mass Beauty and Personal Care in Indonesia 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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#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Mass products see positive growth, thanks to beneficial demographic trends and developments in the consumer behaviour

Body care products gain importance within mass personal care category

Israel-Hamas war impacts beauty and personal care landscape in Indonesia, with local companies benefiting from a growing presence

#### PROSPECTS AND OPPORTUNITIES

Healthy growth expected, with South Korean beauty products remaining popular

Israel-Hamas war will likely continue to have an impact on the competitive landscape, while Beiersdorf expands its production facility

Conscious beauty trend will gain traction, although science-backed claims will remain important

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