

Skin Care in Indonesia

Market Direction | 2024-04-30 | 27 pages | Euromonitor

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Report description:

Skin care in Indonesia registered a healthy performance in both volume and current value terms in 2023, underpinned by a high level of interest among younger generations. Facial skin care represented by far the largest product area, and as such, constituted the key driver of growth. Facial skin care is increasingly a priority for younger cohorts, for whom one pimple or blemish can be viewed as a major crisis, as it stops them from posting flattering images of themselves on social media.

Euromonitor International's Skin 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

Why buy this report?

- * Get a detailed picture of the Skin 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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2023 DEVELOPMENTS

Younger generations play a major role in the healthy performance of skin care

Products with active ingredients continue to be highly sought after by consumers

Local brands gain traction

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