

South East Asia Beauty Fridges - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 150 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The South East Asia Beauty Fridges Market is expected to register a CAGR of greater than 5% during the forecast period.

Key Highlights

- Beauty fridges, also known as cosmetic fridges, registered rapid growth due to increased demand for premium cosmetics and skin care products across the South East Asian Countries, as these products require cool and dark storage. In recent years, with the increase in skin care awareness among people, the demand for beauty products has witnessed a dramatic increase, which has further augmented the demand for the market across South East Asia.
- In South East Asia, where skincare routines are extensive and the climate can be harsh on the skin, beauty fridges have gained popularity in order to enhance the effectiveness of skincare products and regimens. The register of high temperatures over the years due to an increase in global warming is also leading to the adoption of beauty fridges as they should be stored in cool and negative temperatures at times.
- The COVID-19 pandemic significantly affected the market for beauty fridges. Initially, the lockdowns and supply chain disruptions had a negative impact on the market. Short-term negative growth was observed in the market because of the almost complete closure of offline distribution channels, limited manufacturing operations, and supply chain disruptions. Post-COVID, the market registered significant growth as people also became conscious of their cosmetics to be healthy.

South East Asia Beauty Fridges Market Trends

E- Commerce is Driving the South East Asia Beauty Fridges Market

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott-international.com

www.scott-international.com

- The popularity of e-commerce channels is expected to increase over the projected timeframe, compared to offline distribution channels, given the increasing number of market players marking their presence online.
- The market players have been offering customers the ability to place and track orders online on their platforms, e-commerce sites, or third-party platforms like Shopify. In this regard, the emergence of high-end online shopping platforms is expected to act as a driver for the market in the foreseeable future.
- Beauty fridges are made available in many e-commerce sites in Southeast Asia, like Lazada, Shopee, Tokopedia, Bukalapak, Zalora, Lelong, and Qoo10, among others. The adoption rates of e-commerce sites for home appliances and beauty fridges have been propelling year-on-year over the last decade, mostly after the pandemic.

Thailand is Dominating the Market

- The demand for cosmetics products in Thailand is always huge. Also, the Thai tropical climate makes skin products more susceptible to spoilage. Thereby, beauty fridges are used as they offer practical solutions to skin care challenges posed by the climate. The increase in the adoption of skin care products over the years made the beauty fridges expand in Thailand.
- Most people in Thailand from the adolescence age will be using cosmetics. The Thai people use cosmetics mandatorily before they visit the malls, functions, events, and many other parties. This made Thailand to be the most dominating country in South East Asia in the use of beauty fridges.

South East Asia Beauty Fridges Industry Overview

The South East Asia beauty fridges market is moderately fragmented in nature. However, regional players have an advantage in supplying products in various styles, designs, etc. Manufacturers are bringing innovative designs into the market to gain a competitive advantage. The major companies operating in the market include Uber Appliance, Caynel, Gourmia, Stylpro, and Samsung among others.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS AND DYNAMICS

4.1 Market Overview

4.2 Market Drivers

4.2.1 Preserving Skincare Products is Driving the Market

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.3 Market Restraints
 - 4.3.1 High Initial Costs are Restraining the Market
- 4.4 Market Opportunities
 - 4.4.1 Technological Advancements are Creating Opportunities to New Entrants
- 4.5 Insights on Technological Innovations in the Market
- 4.6 Insights on Consumer Awareness on Beauty Fridges Market of South East Asia
- 4.7 Industry Attractiveness: Porter's Five Forces Analysis
 - 4.7.1 Threat of New Entrants
 - 4.7.2 Bargaining Power of Buyers
 - 4.7.3 Bargaining Power of Suppliers
 - 4.7.4 Threat of Substitutes
 - 4.7.5 Intensity of Competitive Rivalry
- 4.8 Impact of COVID 19 on the Market

5 MARKET SEGMENTATION

- 5.1 By Capacity
 - 5.1.1 Up to 4 Liters
 - 5.1.2 4 Liters to 7 Liters
 - 5.1.3 7 Liters to 10 Liters
 - 5.1.4 More than 10 Liters
- 5.2 By Application
 - 5.2.1 Household Beauty Fridges
 - 5.2.2 Commercial Beauty Fridges
- 5.3 By Distribution Channel
 - 5.3.1 Online
 - 5.3.2 Offline
- 5.4 By Geography
 - 5.4.1 Thailand
 - 5.4.2 Singapore
 - 5.4.3 Indonesia
 - 5.4.4 Malaysia
 - 5.4.5 Rest of South East Asia

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
 - 6.2.1 Uber Appliance
 - 6.2.2 Caynel
 - 6.2.3 Gourmia
 - 6.2.4 Stylpro
 - 6.2.5 Samsung
 - 6.2.6 Miroco
 - 6.2.7 Danby
 - 6.2.8 LG
 - 6.2.9 Panasonic
 - 6.2.10 Haier
 - 6.2.11 Toshiba

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

6.2.12 Whitmor*

7 MARKET FUTURE TRENDS

8 DISCLAIMER AND ABOUT US

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

South East Asia Beauty Fridges - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 150 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-01"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

