COSMETICs and Personal Care Trends

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Thailand Personal Care Market size

2018 1.7 แสนล้านบาท
2019 1.9 แสนล้านบาท

- Personal Hygiene: 17%
- Make Up: 15%
- Hair Care: 19%
- Skin Care: 49%
Skin care registered a healthy annual growth of 8.7% in 2017.

There is a demand for skin care with natural ingredients.

Thailand is entering an aging society and demand is rising for anti-aging products in various styles with low-to-premium positioning.

Facial care accounted for 84%, whereas body care was about 16%.
Hair care products increased 6.7% in 2017.

Consumers are showing interest in natural and organic hair care due to the health and wellness trends.

Specific hair treatments in various textures of oil, serum, and leave-on.
Makeup products grew 7.6%.

- Natural beauty trends
- Color cosmetics with multiple benefits
Attention among consumers shopping for beauty and personal care is shifting through multi-brand beauty stores, which are offering mass to high-end products in one shop.

There are many multi-brand beauty stores which have a significant impact in Thailand by offering over 100,000 SKU products at competitive prices.
Thailand Area of Growth

- Anti-aging and whitening skin care
- Color cosmetics with multi-benefits
- Men’s grooming
- Sun care
- Baby and child-specific products
- Natural and organic beauty and personal care products.
A YEAR OF INNOVATION IN FACIAL CARE, 2018
North America: tap into convenient and multi-functional trends

North America: more engaging, fun, holistic and sensory innovations

North America: emerging and on-trend natural, derma and clean beauty ingredients and claims set products apart
Europe: continued focus on vegan-friendly claims

Europe: tap into the link between sleep, pollution and skin health

Europe: sheet mask innovations
Asia Pacific: sheet masks see continued NPD growth

APAC: prestige brands have room to grow in China
References:

• Thailand Beauty and Personal Care Product

• A Year of Innovation In Facial Care ,2018 report, Rosalia Di Gesu, Global Beauty and Personal Care analyst, Mintel
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THANK YOU