



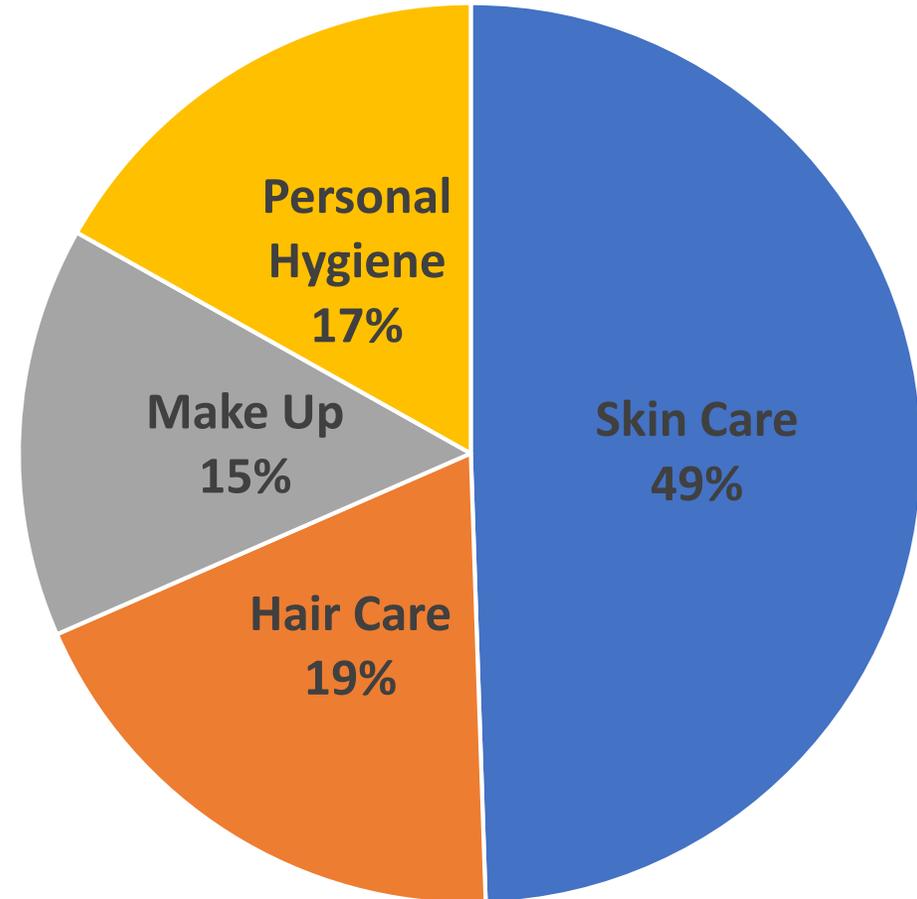
COSMETICS
and
Personal Care Trends

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Thailand Personal Care Market size



2018 1.7แสนล้านบาท

2019 1.9แสนล้านบาท

Skin care registered a healthy annual growth of 8.7% in 2017.



There is a demand for skin care with natural ingredients.

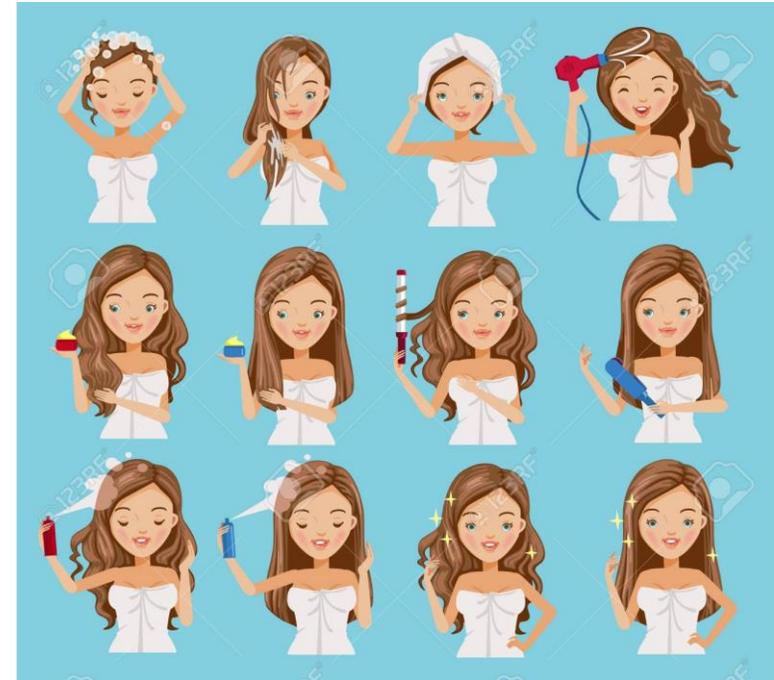


Thailand is entering an aging society and demand is rising for anti-aging products in various styles with low-to-premium positioning.



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**

SHOPPING TRENDS



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



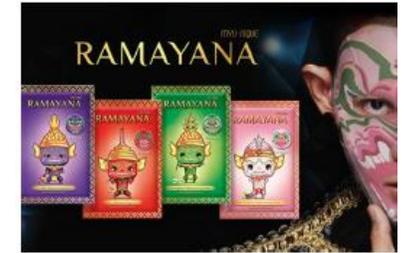
Europe: tap into the link between sleep, pollution and skin health



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
<https://www.export.gov/article?id=Thailand-personal-care-and-beauty-products>
- A Year of Innovation In Facial Care ,2018 report, Rosalia Di Gesu, Global Beauty and Personal Care analyst, Mintel

ขอบคุณค่ะ

THANK YOU
