



Euromonitor
International

Beauty and Personal Care in Laos

June 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Mass and Premium Segments Grow, Driven by Affordability and Clean Beauty Focus

Chart 2 - Pond's Hydra Miracle Ultra Light Biome Gel Cream

Skin Care and Baby Products Lead as Multifunctional Daily-Use Products Surge

Chart 3 - BeNice Bloom

Thai Brands Accelerate Growth with Barrier-Boosting Skin Care Innovations

Chart 4 - Srichand Expands

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Affordable Multifunctional Products to Propel Category Expansion Amid Economic Caution

Skin Care to Maintain Dominance While Baby and Child Care Surges

Natural, Multifunctional Product Demand to Reshape Consumer Choices and Retail Strategies

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Consolidate Leadership through Portfolio Breadth and Distribution

Emerging Thai Brands and Product Innovation Drive Growth and Open New Opportunities

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Retail Offline Sustains Dominance as Modern Grocery Formats Expand Reach

Social Commerce and Digital Trends Elevate E-Commerce'S Indirect Influence

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Beauty and Personal Care

Chart 14 - Real GDP Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Beauty and Personal Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Strong Sales Growth Driven by Trusted Brands and Character Collaborations to Boost Emotional Appeal

Chart 20 - Babi Mild Kids

Hair Care Products Lead Sales with Sun Care Gaining Momentum

Influencers Drive Asian Brand Surge in Laos

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Parents to Prioritise Multifunctional and Affordable Products to Optimise Spending

Hair Care to Remain Value Leader While Sun Care Gains Rapid Traction

Character Collaborations and Gentle Formulations to Enhance Brand Loyalty and Market Trust

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Leadership through Brand Trust and Product Quality

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Modern Trade and Baby Specialist Stores Capture Majority Share with Supermarkets and Local Grocers Leading

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Baby and Child-Specific Products

Chart 30 - Real GDP Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Baby and Child-Specific Products

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bath and Shower in Laos](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Economic Pressure and Urban Consumer Preferences Shape Retail Growth Dynamics

Chart 36 - Lux 5x Gluta Essence

Multifunctional and Fragrance-Forward Body Care Drives Growth

Chart 37 - Value Sales 2020-2030

Chart 38 - Volume Sales 2020-2030

Chart 39 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Embrace Fragrance and Hygiene Amid Rising Purchasing Power

Body Wash to Retain Leadership While Bar Soap Maintains Relevance

Chart 40 - Forecast Value Sales 2020-2030

Chart 41 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Manufacturers Strengthen Leadership through Multi-Brand Strategies and Innovation

Emerging Challengers and Fragrance Innovation Drive Category Expansion and Consumer Engagement

Chart 42 - Company Shares 2025

Chart 43 - Brand Shares 2025

CHANNELS

Retail Offline Drives Bath and Shower Sales, with Grocery Retailers Leading Growth

Chart 44 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 45 - Economic Context for Bath and Shower

Chart 46 - Real GDP Growth 2020-2030

Chart 47 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 48 - Consumer Context for Bath and Shower

Chart 49 - Population 2020-2030

Chart 50 - Consumer Expenditure 2020-2030

Chart 51 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in Laos](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

INDUSTRY PERFORMANCE

Brands Leverage Affordability and Climate Fit to Drive Growth in Laos

Chart 52 - Super Stay Lumi Matte Foundation

Mass Brands Leverage Clean Beauty and Digital Engagement to Expand Reach

Chart 53 - Tiktok Try-On Filter

Chart 54 - Value Sales 2020-2030

Chart 55 - Volume Sales 2020-2030

Chart 56 - Value Sales by Category 2025

WHAT'S NEXT?

Functional Innovation and Modern Formats to Reshape Consumer Preferences and Accessibility

Thai Brands to Gain Share as Trends Accelerate

Digital Platforms to Continue Driving Discovery and Purchase Conversion through Influencer Content

Chart 57 - Forecast Value Sales 2020-2030

Chart 58 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Strengthen Leadership through Tailored Strategies

Srichand United Dispensary Co Ltd Leverages Heritage and Innovation to Rise Rapidly

Chart 59 - Company Shares 2025

Chart 60 - Brand Shares 2025

CHANNELS

Modern Trade Expansion Drives Leadership in Colour Cosmetics Distribution

Miniso × 4U2 Partnership Accelerates Lifestyle Retail and Digital Integration

Chart 61 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 62 - Economic Context for Colour Cosmetics

Chart 63 - Real GDP Growth 2020-2030

Chart 64 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 65 - Consumer Context for Colour Cosmetics

Chart 66 - Population 2020-2030

Chart 67 - Consumer Expenditure 2020-2030

Chart 68 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in Laos](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Lao Consumers Drive Growth with Lifestyle-Driven Products

Deodorant Roll-Ons and Sprays Lead Growth Driven by Skin Care and Freshness Benefits

Chart 69 - Value Sales 2020-2030

Chart 70 - Value Sales by Category 2025

WHAT'S NEXT?

Fragrance-Led Innovation to Drive Engagement and Loyalty among Consumers

Deodorant Roll-Ons and Sticks to Lead Growth Supported by Skin-Friendly and Anti-Stain Benefits

Social Media and Affordability to Fuel Discovery and Sales Conversion across Formats

Chart 71 - Forecast Value Sales 2020-2030

Chart 72 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Strengthen Dominance through Brand Loyalty and Distribution

Procter & Gamble's Old Spice Expands through Premium Positioning and Retail Presence

Chart 73 - Company Shares 2025

Chart 74 - Brand Shares 2025

CHANNELS

Traditional Retail Remains Dominant as Convenience Retailers Gain Urban Traction

Chart 75 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 76 - Economic Context for Deodorants

Chart 77 - Real GDP Growth 2020-2030

Chart 78 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 79 - Consumer Context for Deodorants

Chart 80 - Population 2020-2030

Chart 81 - Consumer Expenditure 2020-2030

Chart 82 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in Laos](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Thai Brand Sachets Drive Affordable Hair Removal Growth among Young Women

Consumer Preference for Gentle, Skin-Friendly Products Shapes Market Dynamics

Chart 83 - Cosmic Hair Remover Cream & Mousse

Chart 84 - Value Sales 2020-2030

Chart 85 - Value Sales by Category 2025

WHAT'S NEXT?

Social Media Influence and Consumer Preferences to Shape Innovation and Strategy

Hair Removers/Bleaches to Dominate Value Sales While Razors Show Steady Growth

Chart 86 - Forecast Value Sales 2020-2030

Chart 87 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Companies Shift Shares as Competition Intensifies in Retail Sales

Chart 88 - Company Shares 2025

Chart 89 - Brand Shares 2025

CHANNELS

Modern Trade Transforms Traditional Retail to Lead Distribution

Chart 90 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 91 - Economic Context for Depilatories

Chart 92 - Real GDP Growth 2020-2030

Chart 93 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 94 - Consumer Context for Depilatories

Chart 95 - Population 2020-2030

Chart 96 - Consumer Expenditure 2020-2030

Chart 97 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in Laos](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

INDUSTRY PERFORMANCE

Young Consumers and Thai Brands Fuel Robust Growth and Value Expansion

Premium Fragrances Dominate Value Sales While Mass Fragrances Drive Accessible Growth

Chart 98 - Affordable Thai Perfume

Influencer-Led Thai Brands Leverage Digital Buzz to Expand Youth Appeal

Chart 99 - Win Plus and Winscent

Chart 100 - Value Sales 2020-2030

Chart 101 - Value Sales by Category 2025

WHAT'S NEXT?

Mass Brands to Leverage Affordability and Frequent-Use Formats to Sustain Growth

Premium Fragrances to Maintain Dominance While Mass Fragrances Fuel Accessible Appeal

Social Media and Offline Channels to Synergise to Drive Youth-Led Fragrance Expansion

Chart 102 - Forecast Value Sales 2020-2030

Chart 103 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Competitive Pressure Challenges Leading Players, Signalling Fragmentation

Chart 104 - Company Shares 2025

Chart 105 - Brand Shares 2025

CHANNELS

Retail Offline Leads with Affordability While E-Commerce Grows Steadily

Chart 106 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 107 - Economic Context for Fragrances

Chart 108 - Real GDP Growth 2020-2030

Chart 109 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 110 - Consumer Context for Fragrances

Chart 111 - Population 2020-2030

Chart 112 - Consumer Expenditure 2020-2030

Chart 113 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in Laos](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

INDUSTRY PERFORMANCE

Urban-Driven Premium Hair Care Gains Momentum Amid Steady Market Growth

Social Media Influence and Clean Beauty Reshape Consumer Preferences

Chart 114 - L'Oréal Paris Extraordinary Oil

Chart 115 - Value Sales 2020-2030

Chart 116 - Volume Sales 2020-2030

Chart 117 - Value Sales by Category 2025

WHAT'S NEXT?

Affordable Sachets and Herbal Solutions to Sustain Growth among Diverse Consumers

Digital Influence and Targeted Formulations to Drive Product Aspiration and Trial

Chart 118 - Forecast Value Sales 2020-2030

Chart 119 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Mfg Thailand Ltd and Unilever Thai Holdings Ltd Strengthen Leadership

Chart 120 - Company Shares 2025

Chart 121 - Brand Shares 2025

CHANNELS

Grocery Retailers and Specialist Stores Adapt to Sachet Affordability and Premium Demand

Chart 122 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 123 - Economic Context for Hair Care

Chart 124 - Real GDP Growth 2020-2030

Chart 125 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 126 - Consumer Context for Hair Care

Chart 127 - Population 2020-2030

Chart 128 - Consumer Expenditure 2020-2030

Chart 129 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in Laos](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Toiletries Amid Rising Consumer Expenditure

Brands Capitalise on Multifunctionality and Self-Care Trends to Aid Growth

Garnier Men Taps Simplicity in Urban Skin Care Push

Chart 130 - Garnier Men Skin Care

Chart 131 - Value Sales 2020-2030

Chart 132 - Volume Sales 2020-2030

Chart 133 - Value Sales by Category 2025

WHAT'S NEXT?

Mass Daily-Use Toiletries to Capture Demand with Cooling and Affordability

Skin Care Innovations and Sachet Formats to Boost Male Grooming Engagement

Chart 134 - Forecast Value Sales 2020-2030

Chart 135 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Strengthen Dominance through Trusted Brands and Broad Portfolios

Gatsby and Tros Expand Portfolios and Marketing to Capture Growing Male Grooming Demand

Chart 136 - Company Shares 2025

Chart 137 - Brand Shares 2025

CHANNELS

Small Local Grocers and Supermarkets Drive Dominance through Promotions and Convenience

Chart 138 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 139 - Economic Context for Men's Grooming

Chart 140 - Real GDP Growth 2020-2030

Chart 141 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 142 - Consumer Context for Men's Grooming

Chart 143 - Population 2020-2030

Chart 144 - Consumer Expenditure 2020-2030

Chart 145 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Oral Care in Laos](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

INDUSTRY PERFORMANCE

Strong Growth Driven by Value and Preventive Oral Care in Daily Routines

Toothpaste Leads Sales as Herbal and Multifunctional Products Gain Traction

Digital Consumer Journey Amplifies Whitening Toothpaste Sales

Chart 146 - Value Sales 2020-2030

Chart 147 - Volume Sales 2020-2030

Chart 148 - Value Sales by Category 2025

WHAT'S NEXT?

Leading Brands to Focus on Oral Hygiene and All-In-One Benefits to Drive Growth

Toothpaste to Continue Growing, Fuelled by Social Media and Youth Trends

Herbal and Preventive Oral Health Products to Gain Traction among Older Consumers

Chart 149 - Forecast Value Sales 2020-2030

Chart 150 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Strengthen Leadership through Trust and Targeted Engagement

Chart 151 - Company Shares 2025

Chart 152 - Brand Shares 2025

CHANNELS

Local Grocery Retailers Lead Oral Care Distribution with Convenience Stores Expanding Fast

Chart 153 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 154 - Economic Context for Oral Care

Chart 155 - Real GDP Growth 2020-2030

Chart 156 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 157 - Consumer Context for Oral Care

Chart 158 - Population 2020-2030

Chart 159 - Consumer Expenditure 2020-2030

Chart 160 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Skin Care in Laos](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

INDUSTRY PERFORMANCE

Strong Growth Driven by Brightening and Barrier-Focused Products among Young Urban Consumers

Chart 161 - Vaseline Healthy Brightening

Facial Care Leads Sales with Strong Growth Supported by Multifunctional and Barrier-Boosting Products

Vaseline and Srichand Leverage Local Trends and Influencers to Drive Skin Care Innovation

Chart 162 - Srichand Barrier Boost

Chart 163 - Value Sales 2020-2030

Chart 164 - Volume Sales 2020-2030

Chart 165 - Value Sales by Category 2025

WHAT'S NEXT?

Growing Purchasing Power and Regional Influence to Boost Skin Care Demand

Facial Care to Lead Sales While Body Care Grows Steadily with Brightening Focus

Education and Gentle Formulations to Reshape Consumer Engagement

Chart 166 - Forecast Value Sales 2020-2030

Chart 167 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Strengthen Leadership through Innovation and Brand Engagement

Srichand and Clear Nose Capitalise on Local Relevance and Affordability to Expand Presence

Chart 168 - Company Shares 2025

Chart 169 - Brand Shares 2025

CHANNELS

Modern Trade Expansion Drives Growth of Sachet and Full-Size Product Distribution

Chart 170 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 171 - Economic Context for Skin Care

Chart 172 - Real GDP Growth 2020-2030

Chart 173 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 174 - Consumer Context for Skin Care

Chart 175 - Population 2020-2030

Chart 176 - Consumer Expenditure 2020-2030

Chart 177 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Sun Care in Laos

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

INDUSTRY PERFORMANCE

Strong Growth Driven by Demand for Lightweight and Multifunctional Formulations

Chart 178 - Garnier Super UV Invisible Serum Sunscreen

L'Oréal Capitalises on Clean and Multifunctional Trends to Drive Category Expansion

Chart 179 - L'Oréal UV Defender

Chart 180 - Value Sales 2020-2030

Chart 181 - Value Sales by Category 2025

WHAT'S NEXT?

Affordable Mass Products and Daily Use to Drive Steady Growth to 2030

Adult Sun Care to Dominate with Stable Sales, While Baby Sun Care Grows Dynamically

Multifunctional and Lifestyle Products to Reshape Consumer Expectations and Competition

Chart 182 - Forecast Value Sales 2020-2030

Chart 183 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Manufacturers Strengthen Leadership through Innovation and Trust

Clear Nose Capitalises on Niche Skin Care Benefits and Digital Engagement to Rise Rapidly

Chart 184 - Company Shares 2025

Chart 185 - Brand Shares 2025

CHANNELS

Retail Offline Expansion Drives Sun Care Retail Dominance

Chart 186 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 187 - Economic Context for Sun Care

Chart 188 - Real GDP Growth 2020-2030

Chart 189 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 190 - Consumer Context for Sun Care

Chart 191 - Population 2020-2030

Chart 192 - Consumer Expenditure 2020-2030

Chart 193 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Premium Beauty and Personal Care in Laos

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Rising Affluence Drives Selective Premiumisation among Middle-Income Consumers

Premium Skin Care Dominates Driven by Longevity and Science-Backed Ingredients

Chart 194 - Retinol's Growing Role in Skin Health

Chart 195 - Value Sales 2020-2030

Chart 196 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Middle-Income Consumers to Drive Expansion through Skin Care Focus

Premium Skin Care to Lead Value Sales Growth, Anchored in Longevity and Science-Driven Formulations

Digital Education and Ingredient Transparency to Accelerate Growth

Chart 197 - Forecast Value Sales 2020-2030

Chart 198 - Forecast Value Sales by Category 2025-2030

ECONOMIC CONTEXT

Chart 199 - Economic Context for Premium Beauty and Personal Care

Chart 200 - Real GDP Growth 2020-2030

Chart 201 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 202 - Consumer Context for Premium Beauty and Personal Care

Chart 203 - Population 2020-2030

Chart 204 - Consumer Expenditure 2020-2030

Chart 205 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Mass Beauty and Personal Care in Laos](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Lifestyle-Driven Beauty Shapes Purchasing with Value Focus

Mass Skin Care Leads Retail Value as Innovation Fuels Growth

Chart 206 - Value Sales 2020-2030

Chart 207 - Value Sales by Category 2025

WHAT'S NEXT?

Manufacturers to Drive Growth through Pack-Price Innovation and Premium Value

Skin Care to Sustain Leadership While Baby and Child-Specific Products Lead Growth

Consumer Lifestyle Preferences to Reshape Product Formats and Market Strategies

Chart 208 - Forecast Value Sales 2020-2030

Chart 209 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Dominance through Distribution and Affordability

Chart 210 - Company Shares 2025

Chart 211 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 212 - Economic Context for Mass Beauty and Personal Care

Chart 213 - Real GDP Growth 2020-2030

Chart 214 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 215 - Consumer Context for Mass Beauty and Personal Care

Chart 216 - Population 2020-2030

Chart 217 - Consumer Expenditure 2020-2030

Chart 218 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-in-laos/report.