



Euromonitor
International

Mass Beauty and Personal Care in Thailand

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Mass Beauty and Personal Care

INDUSTRY PERFORMANCE

Dr Pong Leverages Social Commerce to Accelerate Digital Buying

Chart 2 - Social Commerce and Shoppertainment Redefine Beauty Buying in Thailand

Science-Led Mass Skin Care Wins with Value and Efficacy

Mass Colour Cosmetics and Mass Fragrances Gain Momentum through Digital Engagement

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

T-Beauty Brands to Embrace Science and Digital Discovery to Win Loyalty

Mass Skin Care Will Continue to Lead as Digital-Driven Trends Reshape Growth Dynamics

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Brands Are Gaining Ground, but Unilever and L'oréal Defend the Top Spots

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Hypermarkets and Supermarkets Remain Popular Due to Their Wide Accessibility

Retail E-Commerce Expands Reach but Faces Entrenched Offline Loyalty

Specialists and Collaborations Target Niche Needs and Loyalty

ECONOMIC CONTEXT

Chart 9 - Economic Context for Mass Beauty and Personal Care

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Mass Beauty and Personal Care

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Thailand - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Hybrid Sun Care Launches Drive Consumer Daily Routines

Srichand Leverages Vegan Actives to Build T-Beauty Identity

Chart 17 - Analyst Insight for Beauty and Personal Care

Chart 18 - Asian Beauty Trends and Rising T-Beauty Shape Thailand's Beauty Market

Digital Shoppertainment Accelerates Brand-Consumer Engagement

Chart 19 - Shoppertainment and Ai Are Transforming Thailand's Beauty Purchase Journey

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Brands to Innovate with Climate-Adapted Benefits to Boost Daily Relevance

Shoppertainment and Social Commerce Reshape Digital Discovery and Conversion

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Thailand Strengthens Its Lead

Emerging Local Brands Disrupt with Science-Led Launches

Chart 25 - Lifestyle Integration Reshapes Beauty Consumption in Thailand

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Watsons and Boots Drive In-Store Trials as E-Commerce Makes Gains

Tiktok Shop and Shopee Accelerate Digital Beauty Engagement

Watsons and Tiktok Shop Shape Omnichannel Beauty Strategies

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Beauty and Personal Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Beauty and Personal Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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/mass-beauty-and-personal-care-in-thailand/report.