



Euromonitor
International

Mass Beauty and Personal Care in Indonesia

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

Mass Skin Care and Sun Care Drive Growth through Clinical Confidence and Digital Discovery

Lifestyle Marketing and Social Commerce Drive Mass Brand Relevance

Chart 2 - Barenbliss Builds Momentum Through Fast Drops and Always On Social Presence

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Mass Beauty to Sustain Growth as Skin Care and Sun Care Extend Momentum

Rising Product Quality to Boost Mass Competitiveness without Price Increases

Social Commerce Shifts From Celebrity Campaigns to Community-Led Influence

Chart 5 - Analyst Insight for Mass Beauty and Personal Care

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Shift Shares Amid Evolving Competition

Top Brands Maintain Leadership through Quality, Marketing and Innovation

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Mass Beauty and Personal Care

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Mass Beauty and Personal Care

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Lifestyle Marketing and Community Engagement Drive Broad-Based Growth

Chart 18 - Paragon Leads With Community First Marketing via Kahf and Wardah

Barrier Protection Emerges as a Cross-Category Value Driver as Hybrid Formulations Redefine Expectations

Chart 19 - Barrier Protection Extended Beyond Skincare in 2025

Inclusive Ambassador Strategies Broaden Target Audiences

Chart 20 - Male Ambassador Strategy Expands Cross Gender Reach in Baby Care and Sun Care

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Demand for Skin Care Benefits to Drive Formula Innovation and Blur Category Boundaries

Retail to Transform as Social Commerce Reshapes Discovery and Conversion

Emerging Consumer Groups and Educational Marketing to Unlock the Next Wave of Growth

Chart 24 - Analyst Insight for Beauty and Personal Care

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Positions Amid Strong Competition and Fragmentation

Emerging Niche Brands Gain Traction through Innovation and Targeted Marketing

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Offline Retail Leads as Brand-Retailer Collaborations Elevate In-Store Experience

E-Commerce Serves as Both a Sales Engine and Digital Marketing Amplifier

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Beauty and Personal Care

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Beauty and Personal Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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-indonesia/report.