

Philippines Beauty & Personal Care Market by Product Type (Skin Care, Hair Care, Color Cosmetics, Fragrances, Toiletries, and Others), Nature (Natural, Organic, and Synthetic), End User (Commercial and Household), Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Convenience Store, B2B, and Online Stores) and Gender (Male And Female): Opportunity Analysis and Industry Forecast, 2019–2026

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Abstracts

The Philippines Beauty & Personal care market was valued at \$3.3 billion in 2018, and is projected to reach \$4.7 billion by 2026, registering a CAGR of 4.8% from 2019 to 2026. Beauty & personal care products are grooming products that are used to enhance the appearance and get the desired look. Beauty & personal care has a wide range of products that includes skin care, sun care, hair care products, toiletries, perfumes, and others. Moreover, these products are easily available through distribution channels including online stores, supermarkets, specialty stores, and others in the Philippines. The continuous growth of online stores drives the growth of the beauty & personal care market in the Philippines.

The increase in population in the Philippines, which accounted for 51% population of age 24 years or younger is driving the growth of the Philippines beauty & personal market. Moreover, the surge in influence of social media coupled with influence of strong celebrities among the Filipinos contribute toward the market growth. However, the availability of counterfeit beauty & personal care products in the Philippines is expected to restrict the growth of the market in the Philippines in terms of value sales

during the forecast period. Nevertheless, the rise in Filipinos consumer inclination toward natural beauty and personal care products along with the rapid growth of online platform in the Philippines is anticipated to offer immense opportunity to the market in terms of value sales during the forecast period.

The Philippines beauty & personal care market analysis is segmented on the basis of product type, gender, nature, end use, and distribution channel. Depending on product type, the market is classified into skin care, hair care, color cosmetics, fragrances, toiletries, and others. By gender, the market is bifurcated into male and female. By nature, the market is divided into natural, organic, and synthetic. By end use, the market is bifurcated into commercial and household. By distribution channel, it is fragmented into supermarkets/hypermarkets, specialty stores, convenience store, B2B, and online stores.

The key players profiled in the report include L'Oréal, Shiseido Company Limited, Coty Inc., Estée Lauder Companies Inc., Unilever, Beiersdorf AG, Olay, Kao Corporation, Johnson & Johnson services, Inc., and LVMH

Key benefits for stakeholders

This report provides a quantitative analysis of the current trends, estimations, and dynamics of the Philippines Beauty & Personal care market from 2019 to 2026 to identify the prevailing market opportunities.

The key countries in all the major regions are mapped based on their market share.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the market segmentation assists in determining the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global industry. Market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of market players.

The report includes the analysis of the regional as well as global market, key players, market segments, Gender areas, and growth strategies

KEY MARKET SEGMENTS

By Product Type

Skin Care

Hair Care

Color Cosmetics

Fragrances

Toiletries

Others

By Nature

Natural

Synthetic

Organic

By Gender

Male

Female

By End Use

Commercial

Household

By Distribution Channel

B2B

Hypermarket/Supermarket

Specialty Stores

Convenience Stores

Online Stores

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