

Beauty and Personal Care in the Philippines

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Abstracts

Beauty and personal care in the Philippines registered healthy growth in current value terms in 2023, continuing the trend of the previous year. Sales were boosted an increase in mobility, including the return of Filipinos to their physical offices and more frequent socialising with family and friends. This had an especially positive impact on categories such as colour cosmetics and fragrances which suffered heavy losses during the COVID-19 pandemic.

Euromonitor International's Beauty and Personal Care in Philippines report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Beauty and Personal Care in the Philippines
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LIST OF CONTENTS AND TABLES

BEAUTY AND PERSONAL CARE IN THE PHILIPPINES
EXECUTIVE SUMMARY
Beauty and personal care in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 1 Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 7 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 10 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

MASS BEAUTY AND PERSONAL CARE IN THE PHILIPPINES
KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy growth in 2023, with mass colour cosmetics, fragrances and deodorants benefiting from return of busy, pre-pandemic lifestyles

Multinationals lead sales but local brands make strides

Skin lightening products and dermocosmetics retain a strong presence

PROSPECTS AND OPPORTUNITIES

Filipinos will become more open to trying new products, alongside rising levels of purchasing power, with local brands expected to gain traction

Mass sun care has further potential as consumers become more aware of the dangers of sun exposure, while high number of denture wearers offers scope for gargles/mouth rinses

Men's grooming will offer new opportunities for brands to expand their presence in the market

CATEGORY DATA

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

PREMIUM BEAUTY AND PERSONAL CARE IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued growth for premium beauty and personal care as consumers follow the influence of celebrities

Dermocosmetics and ingredient-led beauty drive interest in premium products

Competitive landscape remains highly fragmented with e-commerce becoming increasingly important

PROSPECTS AND OPPORTUNITIES

Growing thirst for luxury products, with social media influencers playing a key role

Retail e-commerce set to thrive thanks to competitive pricing and expanding product offer

Consumers will pay more for better results due to growing focus on skin health

CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2018-2023

Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

BABY AND CHILD-SPECIFIC PRODUCTS IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining birth rate has negative impact on sales, although baby and child-specific suncare products see robust growth

Income disparity influences demand with products and packaging tailored to meet different audiences

Competitive landscape remains relatively consolidated due to faith placed in trusted brands

PROSPECTS AND OPPORTUNITIES

Baby and child-specific products has potential to expand, alongside rising disposable incomes

Established local apparel brands could provide an additional avenue for companies to market their products

Oral care offers growth opportunities for baby and child-specific products

CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 28 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023

Table 29 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 30 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 31 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 32 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 33 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

BATH AND SHOWER IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Opportunities remain in bath and shower, despite normalisation of hygiene behaviours post-pandemic

Bar soap continues to dominate sales, thanks to its affordability and wide range of products, while smaller brands attract greater attention

Intimate washes benefit from a spate of new, local entrants.

PROSPECTS AND OPPORTUNITIES

Bath and shower offers significant scope for growth, with skin whitening claims continuing as a key driver of sales

Body wash/shower gel will see further development, but players will need to take account of local preferences

Continued shift towards e-commerce

CATEGORY DATA

Table 34 Sales of Bath and Shower by Category: Value 2018-2023

Table 35 Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 36 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 37 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 38 LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 39 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 40 Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 41 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 42 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

COLOUR COSMETICS IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Colour cosmetics sees dynamic performance alongside return of busy lifestyles

Lip and cheek tints are valued for their versatility and long-lasting properties

Competition intensifies, as local brands raise their profile

PROSPECTS AND OPPORTUNITIES

Premium brands are expected to look to expand their presence, alongside rising disposable incomes

E-commerce will play a key role in generating demand, but bricks-and-mortar stores will remain important

Home-grown brands will gain a stronger foothold in the market by tailoring their products to the needs of local consumers

CATEGORY DATA

Table 43 Sales of Colour Cosmetics by Category: Value 2018-2023

Table 44 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 45 NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 47 LBN Brand Shares of Eye Make-up: % Value 2020-2023

Table 48 LBN Brand Shares of Facial Make-up: % Value 2020-2023

Table 49 LBN Brand Shares of Lip Products: % Value 2020-2023

Table 50 LBN Brand Shares of Nail Products: % Value 2020-2023

Table 51 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 52 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 53 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

DEODORANTS IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Deodorants thrive as consumers return to active lifestyles, with focus on fragrance mists and offerings with skin whitening properties

Consumers look to avoid aluminium-based products

Local and international brands vie for share

PROSPECTS AND OPPORTUNITIES

Product development will drive growth, as brands focus on an ingredient-led positioning
Deodorant sprays offer scope for premium brands, while deodorant wipes are poised to gain more attention

E-commerce set to win further share

CATEGORY DATA

Table 54 Sales of Deodorants by Category: Value 2018-2023

Table 55 Sales of Deodorants by Category: % Value Growth 2018-2023

Table 56 Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 57 NBO Company Shares of Deodorants: % Value 2019-2023

Table 58 LBN Brand Shares of Deodorants: % Value 2020-2023

Table 59 LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 60 Forecast Sales of Deodorants by Category: Value 2023-2028

Table 61 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 62 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

DEPILATORIES IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Depilatories represents a highly diverse market, with consumers open to a range of hair removing methods, with eyebrow razors growing in popularity

Access to a range of professional treatments presents a significant obstacle to growth

Gillette remains the go to option in women's razors and blades

PROSPECTS AND OPPORTUNITIES

Depilatories set for further growth but "natural" DIY options likely to limit the potential of the category

Beauty salons will present competition to depilatories, although demand from home-based businesses could boost retail sales

E-commerce offers opportunities for brands to expand their reach

CATEGORY DATA

Table 63 Sales of Depilatories by Category: Value 2018-2023

Table 64 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 65 Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023

Table 66 NBO Company Shares of Depilatories: % Value 2019-2023

Table 67 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 68 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 69 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

FRAGRANCES IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Buoyant demand for fragrances, alongside resumption of social activities and increase in marketing efforts

Influx of new arrivals across all price segments

Distribution landscape in a state of flux as players seek out new opportunities in e-commerce

PROSPECTS AND OPPORTUNITIES

Economic growth should boost demand while e-commerce retailers work on building trust in the authenticity of their products

E-commerce will offer further opportunities for players, although physical stores will continue to play an important role

Eau de parfum will remain a popular option due to its perceived ability to withstand humidity

CATEGORY DATA

Table 70 Sales of Fragrances by Category: Value 2018-2023

Table 71 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 72 NBO Company Shares of Fragrances: % Value 2019-2023

Table 73 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 74 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 75 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 76 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 77 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

HAIR CARE IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Salon professional products help add value to a mature category

Return to busy, social lifestyles boost demand for colourants, while conditioners and treatments see stagnant performance, despite new entrants

Multinationals maintain dominance, but local brands attract considerable interest, with social media playing an important role

PROSPECTS AND OPPORTUNITIES

Premiumisation could help deliver value growth as hair care suffers from maturity

Toning shampoos and styling agents have room to grow thanks to new and developing trends

Scalp serums with a medical positioning will gain significant traction among consumers

CATEGORY DATA

Table 78 Sales of Hair Care by Category: Value 2018-2023

Table 79 Sales of Hair Care by Category: % Value Growth 2018-2023

Table 80 Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 81 NBO Company Shares of Hair Care: % Value 2019-2023

Table 82 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 83 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 84 LBN Brand Shares of Colourants: % Value 2020-2023

Table 85 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 86 LBN Brand Shares of Styling Agents: % Value 2020-2023

Table 87 LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 88 Forecast Sales of Hair Care by Category: Value 2023-2028

Table 89 Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 90 Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

MEN'S GROOMING IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Men's grooming continues to thrive, with a knowledgeable local consumer base helping to drive demand

Men's grooming market continues to be impacted by general beauty and personal care trends

Private label sees growing interest but Unilever and Procter & Gamble maintain dominance

PROSPECTS AND OPPORTUNITIES

Positive outlook for men's grooming with further segmentation in terms of benefits

New business opportunities should benefit sales of men's shaving and skin care

Multinationals likely to retain their lead but e-commerce will open the door to smaller brands with more unique offerings

CATEGORY DATA

Table 122 Sales of Men's Grooming by Category: Value 2018-2023

Table 123 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 124 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 125 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 126 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 127 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 128 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 129 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 130 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

ORAL CARE IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Celebrity-driven culture underpins quest to achieve the perfect smile

Health and wellness trend fuels demand for mouthwashes/dental rinses

Oral care sees an increasing focus on natural and sustainable ingredients and products

PROSPECTS AND OPPORTUNITIES

Oral care set to grow and expand as consumers develop more sophisticated routines

Dental products that can be used on infants offer scope for growth

Breath strips/mouth fresheners could prove to be popular

CATEGORY DATA

Table 91 Sales of Oral Care by Category: Value 2018-2023

Table 92 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 93 Sales of Toothbrushes by Category: Value 2018-2023

Table 94 Sales of Toothbrushes by Category: % Value Growth 2018-2023

Table 95 Sales of Toothpaste by Type: % Value Breakdown 2019-2023

Table 96 NBO Company Shares of Oral Care: % Value 2019-2023

Table 97 LBN Brand Shares of Oral Care: % Value 2020-2023

Table 98 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023

Table 99 LBN Brand Shares of Toothpaste: % Value 2020-2023

Table 100 Forecast Sales of Oral Care by Category: Value 2023-2028

Table 101 Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

Table 102 Forecast Sales of Toothbrushes by Category: Value 2023-2028

Table 103 Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

SKIN CARE IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ingredient-led beauty remains popular, but some consumers are following less complex skin care regimes

Celebrity endorsements remain a valuable marketing tool

Sustainability concerns come to the fore, although counterfeit products remain a concern

PROSPECTS AND OPPORTUNITIES

The Philippines is likely to remain a popular testing ground for new products

Premium and affordable skin care products are both set to thrive, as consumers mix and match

Growing interest in organic products

CATEGORY DATA

Table 104 Sales of Skin Care by Category: Value 2018-2023

Table 105 Sales of Skin Care by Category: % Value Growth 2018-2023

Table 106 NBO Company Shares of Skin Care: % Value 2019-2023

Table 107 LBN Brand Shares of Skin Care: % Value 2020-2023

Table 108 LBN Brand Shares of Basic Moisturisers: % Value 2020-2023

Table 109 LBN Brand Shares of Anti-agers: % Value 2020-2023

Table 110 LBN Brand Shares of Firming Body Care: % Value 2020-2023

Table 111 LBN Brand Shares of General Purpose Body Care: % Value 2020-2023

Table 112 LBN Brand Shares of Premium Skin Care: % Value 2020-2023

Table 113 Forecast Sales of Skin Care by Category: Value 2023-2028

Table 114 Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

SUN CARE IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sun care continues to shine, thanks to growing levels of health awareness and wide availability of products at accessible price points

Launch of more sophisticated products in sun protection, while self-tanning remains unpopular

Natural, plant-based ingredients provide inspiration

PROSPECTS AND OPPORTUNITIES

Consumers likely to be willing to pay more for better results when it comes to sun care

Skin care and colour cosmetics with sun protection benefits could cannibalise sales

Local and regional brands will present a threat to international players, while parallel imports will continue to pose a challenge

CATEGORY DATA

Table 115 Sales of Sun Care by Category: Value 2018-2023

Table 116 Sales of Sun Care by Category: % Value Growth 2018-2023

Table 117 NBO Company Shares of Sun Care: % Value 2019-2023

Table 118 LBN Brand Shares of Sun Care: % Value 2020-2023

Table 119 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 120 Forecast Sales of Sun Care by Category: Value 2023-2028

Table 121 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

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