

# Mass Beauty and Personal Care in the Philippines

<https://marketpublishers.com/r/M224E422D02EN.html>

Date: July 2023

Pages: 22

Price: US\$ 990.00 (Single User License)

ID: M224E422D02EN

## Abstracts

Mass beauty and personal care continued to dominate sales of beauty and personal care in the Philippines in 2022. These products remain the most affordable option for the majority of the population many of whom do not have the resources to purchase premium beauty and personal care products. Demand for a number of products was significantly reduced during the pandemic, as measures introduced to limit the spread of COVID-19 had a marked economic impact and placed pressure on consumer finances due...

Euromonitor International's Mass 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin 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 Mass 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.

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Local and international celebrities play a key role in driving market demand, including in oral care

Skin whitening products retain appeal as consumers focus more on the ingredients used than the brand

#### PROSPECTS AND OPPORTUNITIES

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