

Mass Beauty and Personal Care in the Philippines

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Abstracts

Mass beauty and personal care products continued to outsell their premium counterparts in the Philippines in 2023. These products remained the most affordable option for the majority of the population, many of whom did not have the resources to purchase premium alternatives. The category also saw buoyant growth in current value terms, continuing the trend of the previous year. This was due in a large part to the return of consumers to their physical workplaces and an increase in social engagement...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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.

Contents

Mass Beauty and Personal Care in the Philippines

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LIST OF CONTENTS AND TABLES

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

Table 2 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 4 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 5 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 6 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

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 7 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 12 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 13 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

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

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

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SOURCES

Summary 1 Research Sources

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