

# Premium Beauty and Personal Care in Thailand

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## Abstracts

In 2022, premium beauty and personal care saw dynamic current value growth and recovered to the pre-COVID-19 level of sales, as there were no longer pandemic restrictions, and consumers' confidence in spending returned. Consumers who purchase premium products also tended to see less impact from job losses, lower disposable incomes and purchasing power as a result of the pandemic. Affluent consumers therefore tended to maintain or quickly resume their personal grooming and beauty routines. During...

Euromonitor International's Premium Beauty and Personal Care in Thailand 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:** Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium 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 Premium 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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