

# Super Premium Beauty and Personal Care in Thailand

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## Abstracts

In 2021, the make-up trend moved towards indoor make-up while there was also a strong trend among women to avoid wearing make-up entirely given that many were still required to work from home. New product launches focused on offering multiple benefits with packaging continuing to play an important role in the appeal of these products by emphasising their premium nature. For example, Dolce & Gabbana Beauty new cushion comes in a unique packaging design with anti-pollution Cotton Extract, SPF50 PA...

Euromonitor International's Super Premium Beauty and Personal Care in Thailand report offers a comprehensive guide to the size and shape of the Super Premium Beauty and Personal Care market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Super Premium Beauty and Personal Care retailing along with the development of consumers' shopping patterns. Forecasts to 2025 illustrate how the market is set to change

**Product coverage:** Other Super Premium Beauty and Personal Care, Super Premium Colour Cosmetics, Super Premium Fragrances, Super 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 Super 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.

## Contents

### SUPER PREMIUM BEAUTY AND PERSONAL CARE IN THAILAND

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Given the ongoing presence of the virus in the country and around the world, industry players focus on novel product launches with multiple benefits and premiumisation via product packaging

Store-based retailing remains paramount with outlets creating ambience around new product launches and engaging in free sampling

Shift towards online sales and marketing as well as discounting and promotional campaigns is prolific in 2021

#### PROSPECTS AND OPPORTUNITIES

A growing variety of new product developments around numerous themes maintain dynamism over the forecast period

Global brands leverage on international campaigns such as National Lipstick Day while also focusing on customised local and national campaigns

While stores remain paramount, greater consumer engagement is seen online as industry players launch online stores and virtual try-on services

#### CATEGORY DATA

Table 1 Sales of Super Premium Beauty and Personal Care by Category: Value 2016-2021

Table 2 Sales of Super Premium Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of Super Premium Beauty and Personal Care: % Value 2016-2020

Table 4 LBN Brand Shares of Super Premium Beauty and Personal Care: % Value 2017-2020

Table 5 Distribution of Super Premium Beauty and Personal Care by Format: % Value 2016-2021

Table 6 Forecast Sales of Super Premium Beauty and Personal Care by Category: Value 2021-2026

Table 7 Forecast Sales of Super Premium Beauty and Personal Care by Category: % Value Growth 2021-2026

### LUXURY GOODS IN THAILAND

#### EXECUTIVE SUMMARY

Luxury goods in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

#### MARKET DATA

Table 8 Sales of Luxury Goods by Category: Value 2016-2021

Table 9 Sales of Luxury Goods by Category: % Value Growth 2016-2021

Table 10 Inbound Receipts for Luxury Goods by Country of Origin: Value 2016-2021

Table 11 NBO Company Shares of Luxury Goods: % Value 2016-2020

Table 12 LBN Brand Shares of Luxury Goods: % Value 2017-2020

Table 13 Distribution of Luxury Goods by Format and Category: % Value 2021

Table 14 Forecast Sales of Luxury Goods by Category: Value 2021-2026

Table 15 Forecast Sales of Luxury Goods by Category: % Value Growth 2021-2026

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#### SOURCES

Summary 1 Research Sources

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