

Philippines Skin Care Products Market Size, Share, Trends and Forecast by Product Type, Ingredient, Gender, Distribution Channel, and Region, 2026-2034

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Abstracts

The Philippines skin care products market size reached USD 2.7 Billion in 2025 . Looking forward, IMARC Group expects the market to reach USD 5.1 Billion by 2034, exhibiting a growth rate (CAGR) of 7.50% during 2026-2034 . The market is driven by rising consumer consciousness about skin health, increasing disposable incomes, the influence of K-beauty and international brands, and a tropical climate that fuels the demand for skin repair solutions. Additionally, the broadening of e-commerce platforms is fueling the Philippines skin care products market share.

PHILIPPINES SKIN CARE PRODUCTS MARKET TRENDS:

Rising Consumer Awareness and Demand for Personal Care

Over the past few years, Filipino consumers have become more aware of personal skin health and hygiene. This increased awareness has created a boom in skin care product sales. Most people now follow complete facial care regimens, ranging from cleansing to toning and moisturizing. This trend is seen by the fact that reported sales of facial washes, toners, and moisturizers went up by a recorded 13% in one year. In addition, there has been a significant increase in the use of sun protection products. This indicates increased awareness about the need to protect the skin from damaging ultraviolet rays, which can cause premature aging and other skin issues. Increased use of sun protection reflects a forward-thinking attitude among consumers in ensuring healthy skin. Significant growth has also been observed in the eye cosmetics segment, this suggests that consumers are investing in products that improve skin health, as well as their appearance, especially with the eyes. The emphasis on eye cosmetics is associated with cultural factors and cosmetic criteria, which are expressive and well-

defined priorities of the eye. This growing consumer consciousness and demand for personal care products have built a strong market for skin care products in the Philippines. Retailers and manufacturers are taking advantage of this by providing a wide variety of products suited to the unique needs and tastes of Filipino consumers.

Economic Growth and Increased Disposable Income

The Philippines has been enjoying steady economic growth, which has benefited many industries, including the skin care industry and the service sector, contributing almost 62.42% to the economy. This economic boom has resulted in a growth in disposable income levels in Filipino households. With higher financial endowments available to them, consumers opt to spend on discretionary products such as beauty and skin care products. The need to spend on personal care is always related to enhanced self-esteem and social status, translating into increased demand in the market. Additionally, the Philippines wellness economy has experienced significant growth, up to USD 41 Billion in 2022. This makes the country a major contributor to the wellness economy globally, coming in at number eighth in Asia and 22nd in the world. The growing wellness industry includes segments such as skin care and signifies people's changing attitudes toward caring for their health and well-being. The synergy of economic expansion and a developing wellness culture has created an environment that supports the Philippines skin care products market growth. Customers are more likely to spend a portion of their rising income on products that contribute to their health and beauty, resulting in consistent growth in the market. Moreover, the Philippines skin care products industry is being pushed by increased consumer consciousness on personal care and the positive impact of economic growth on disposable income. These factors combined push the dynamic and growing country's skin care market.

Key Growth Drivers of Philippines Skin Care Products Market:

Growing Male Grooming and Skincare Adoption

Male grooming in the Philippines is expanding rapidly, contributing notable growth to the skincare market. Filipino men are increasingly prioritizing personal appearance, hygiene, and skin health due to workplace expectations, social media influence, and rising self-image awareness. The stigma around men using skincare has reduced, encouraging the adoption of cleansers, toners, sunscreens, and anti-acne products designed for male skin. Brands are launching gender-neutral or targeted men's product ranges for oil control, brightening, and acne management, catering to tropical climate challenges. Barbershops and men's salons are also promoting grooming routines and

curated starter kits for men. Younger men, especially in urban regions, emulate Korean idols and influencers, normalizing skincare as part of daily lifestyle. This shift is expanding the overall customer base, increasing product frequency of use, and encouraging premiumization within the male grooming category.

Expanding E-Commerce and Digital Beauty Retailing

At present, digital transformation is stimulating the Philippines skin care products market demand. E-commerce platforms, social commerce, and brand-owned online stores enable convenient product discovery, price comparison, and doorstep delivery, especially for users outside major cities. Livestream shopping, influencer-led product demos, and flash sales on platforms boost impulse buying and trial of new brands. Online reviews, before-and-after results, and dermatologist content empower informed decision-making and reduce purchase hesitation. Digital-only beauty brands and subscription models provide curated skincare bundles, enhancing engagement and repeat purchases. Mobile payment adoption, cash on delivery (COD) options, and widespread smartphone usage are making online beauty retail accessible to broad consumer segments. As more consumers are shifting to online beauty shopping for convenience, variety, and better deals, e-commerce continues to drive the market expansion and product experimentation.

Rising Demand for Natural, Mild, and Dermatologist-Tested Products

Filipino consumers are increasingly shifting towards natural, gentle, and dermatologically tested skincare products due to heightened awareness about skin sensitivity, allergies, and long-term health effects of harsh formulations. Products with botanical extracts, fragrance-free claims, hypoallergenic labels, and dermatologist recommendations are gaining preference. The tropical climate and common issues, such as acne, oiliness, pigmentation, and sun damage, encourage users to seek safe, lightweight, and non-comedogenic products suitable for humid weather. Local and global brands are responding with clean beauty lines, minimalist ingredient lists, and transparent labeling. Consumers also value science-backed actives like niacinamide, vitamin C, ceramides, and probiotics, favoring products offering visible but skin-friendly results. As per the Philippines skin care products market analysis, this 'skin health first' mindset is fueling the demand for gentle cleansers, sunscreens, and moisturizers, fostering brand trust and long-term customer loyalty.

PHILIPPINES SKIN CARE PRODUCTS MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the region/country level for 2026-2034. Our report has categorized the market based on product type, ingredient, gender, and distribution channel.

Product Type Insights:

Face Cream

- Skin Brightening Cream

- Anti-Aging Cream

- Sun Protection Cream

Body Lotion

- Mass Body Care

- Premium Body Care

- Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes face cream (skin brightening cream, anti-aging cream, and sun protection cream) and body lotion (mass body care, premium body care, and others).

Ingredient Insights:

Chemical

Natural

A detailed breakup and analysis of the market based on the ingredients have also been provided in the report. This includes chemical and natural.

Gender Insights:

Male

Female

Unisex

A detailed breakup and analysis of the market based on gender have also been provided in the report. This includes male, female, and unisex.

Distribution Channel Insights:

Supermarkets and Hypermarkets

Beauty Parlors and Salons

Multi Branded Retail Stores

Online

Exclusive Retail Stores

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes supermarkets and hypermarkets, beauty parlors and salons, multi branded retail stores, online, exclusive retail stores, and others.

Regional Insights:

Luzon

Visayas

Mindanao

The report has also provided a comprehensive analysis of all the major regional markets, which include Luzon, Visayas, and Mindanao.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

Frequently Asked Questions About the Philippines Skin Care Products Market Report

- 1.How big is the skin care products market in the Philippines?
- 2.What is the forecast for the skin care products market in the Philippines?
- 3.What factors are driving the growth of the Philippines skin care products market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 PHILIPPINES SKIN CARE PRODUCTS MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 PHILIPPINES SKIN CARE PRODUCTS MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (?2020-2025?)
- 5.2 Market Forecast (?2026-2034?)

6 PHILIPPINES SKIN CARE PRODUCTS MARKET - BREAKUP BY PRODUCT TYPE

- 6.1 Face Cream
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (?2020-2025?)
 - 6.1.3 Market Segmentation
 - 6.1.3.1 Skin Brightening Cream
 - 6.1.3.2 Anti-Aging Cream
 - 6.1.3.3 Sun Protection Cream

6.1.4 Market Forecast (?2026-2034?)

6.2 Body Lotion

6.2.1 Overview

6.2.2 Historical and Current Market Trends (?2020-2025?)

6.2.3 Market Segmentation

6.2.3.1 Mass Body Care

6.2.3.2 Premium Body Care

6.2.3.3 Others

6.2.4 Market Forecast (?2026-2034?)

7 PHILIPPINES SKIN CARE PRODUCTS MARKET - BREAKUP BY INGREDIENT

7.1 Chemical

7.1.1 Overview

7.1.2 Historical and Current Market Trends (?2020-2025?)

7.1.3 Market Forecast (?2026-2034?)

7.2 Natural

7.2.1 Overview

7.2.2 Historical and Current Market Trends (?2020-2025?)

7.2.3 Market Forecast (?2026-2034?)

8 PHILIPPINES SKIN CARE PRODUCTS MARKET - BREAKUP BY GENDER

8.1 Male

8.1.1 Overview

8.1.2 Historical and Current Market Trends (?2020-2025?)

8.1.3 Market Forecast (?2026-2034?)

8.2 Female

8.2.1 Overview

8.2.2 Historical and Current Market Trends (?2020-2025?)

8.2.3 Market Forecast (?2026-2034?)

8.3 Unisex

8.3.1 Overview

8.3.2 Historical and Current Market Trends (?2020-2025?)

8.3.3 Market Forecast (?2026-2034?)

9 PHILIPPINES SKIN CARE PRODUCTS MARKET - BREAKUP BY DISTRIBUTION CHANNEL

9.1 Supermarkets and Hypermarkets

9.1.1 Overview

9.1.2 Historical and Current Market Trends (?2020-2025?)

9.1.3 Market Forecast (?2026-2034?)

9.2 Beauty Parlours and Salons

9.2.1 Overview

9.2.2 Historical and Current Market Trends (?2020-2025?)

9.2.3 Market Forecast (?2026-2034?)

9.3 Multi Branded Retail Stores

9.3.1 Overview

9.3.2 Historical and Current Market Trends (?2020-2025?)

9.3.3 Market Forecast (?2026-2034?)

9.4 Online

9.4.1 Overview

9.4.2 Historical and Current Market Trends (?2020-2025?)

9.4.3 Market Forecast (?2026-2034?)

9.5 Exclusive Retail Stores

9.5.1 Overview

9.5.2 Historical and Current Market Trends (?2020-2025?)

9.5.3 Market Forecast (?2026-2034?)

9.6 Others

9.6.1 Historical and Current Market Trends (?2020-2025?)

9.6.2 Market Forecast (?2026-2034?)

10 PHILIPPINES SKIN CARE PRODUCTS MARKET – BREAKUP BY REGION

10.1 Luzon

10.1.1 Overview

10.1.2 Historical and Current Market Trends (?2020-2025?)

10.1.3 Market Breakup by Product Type

10.1.4 Market Breakup by Ingredient

10.1.5 Market Breakup by Gender

10.1.6 Market Breakup by Distribution Channel

10.1.7 Key Players

10.1.8 Market Forecast (?2026-2034?)

10.2 Visayas

10.2.1 Overview

10.2.2 Historical and Current Market Trends (?2020-2025?)

10.2.3 Market Breakup by Product Type

- 10.2.4 Market Breakup by Ingredient
- 10.2.5 Market Breakup by Gender
- 10.2.6 Market Breakup by Distribution Channel
- 10.2.7 Key Players
- 10.2.8 Market Forecast (?2026-2034?)
- 10.3 Mindanao
 - 10.3.1 Overview
 - 10.3.2 Historical and Current Market Trends (?2020-2025?)
 - 10.3.3 Market Breakup by Product Type
 - 10.3.4 Market Breakup by Ingredient
 - 10.3.5 Market Breakup by Gender
 - 10.3.6 Market Breakup by Distribution Channel
 - 10.3.7 Key Players
 - 10.3.8 Market Forecast (?2026-2034?)

11 PHILIPPINES SKIN CARE PRODUCTS MARKET – COMPETITIVE LANDSCAPE

- 11.1 Overview
- 11.2 Market Structure
- 11.3 Market Player Positioning
- 11.4 Top Winning Strategies
- 11.5 Competitive Dashboard
- 11.6 Company Evaluation Quadrant

12 PROFILES OF KEY PLAYERS

- 12.1 Company A
 - 12.1.1 Business Overview
 - 12.1.2 Services Offered
 - 12.1.3 Business Strategies
 - 12.1.4 SWOT Analysis
 - 12.1.5 Major News and Events
- 12.2 Company B
 - 12.2.1 Business Overview
 - 12.2.2 Services Offered
 - 12.2.3 Business Strategies
 - 12.2.4 SWOT Analysis
 - 12.2.5 Major News and Events
- 12.3 Company C

- 12.3.1 Business Overview
- 12.3.2 Services Offered
- 12.3.3 Business Strategies
- 12.3.4 SWOT Analysis
- 12.3.5 Major News and Events
- 12.4 Company D
 - 12.4.1 Business Overview
 - 12.4.2 Services Offered
 - 12.4.3 Business Strategies
 - 12.4.4 SWOT Analysis
 - 12.4.5 Major News and Events
- 12.5 Company E
 - 12.5.1 Business Overview
 - 12.5.2 Services Offered
 - 12.5.3 Business Strategies
 - 12.5.4 SWOT Analysis
 - 12.5.5 Major News and Events

13 PHILIPPINES SKIN CARE PRODUCTS MARKET - INDUSTRY ANALYSIS

- 13.1 Drivers, Restraints, and Opportunities
 - 13.1.1 Overview
 - 13.1.2 Drivers
 - 13.1.3 Restraints
 - 13.1.4 Opportunities
- 13.2 Porters Five Forces Analysis
 - 13.2.1 Overview
 - 13.2.2 Bargaining Power of Buyers
 - 13.2.3 Bargaining Power of Suppliers
 - 13.2.4 Degree of Competition
 - 13.2.5 Threat of New Entrants
 - 13.2.6 Threat of Substitutes
- 13.3 Value Chain Analysis

14 APPENDIX

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Product name: Philippines Skin Care Products Market Size, Share, Trends and Forecast by Product Type, Ingredient, Gender, Distribution Channel, and Region, 2026-2034

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