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# ASEAN Cosmetics Industry Research Report 2026-2030

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## Abstracts

Cosmetics are consumer products primarily intended for cleansing, protecting, and beautifying the human body, improving appearance, imparting fragrance, or maintaining specific body parts in good condition. The scope of cosmetics is broad, encompassing skincare products, color cosmetics, perfumes and fragrances, hair care and coloring products, bath and body care products, shaving products, and more.

The upstream segment of the cosmetics industry primarily comprises various raw materials and packaging materials, while the midstream involves formulation R&D, product manufacturing, and brand operations. The downstream segment consists mainly of various sales channels and end consumers.

ASEAN is the most influential regional cooperation organization in Southeast Asia, established in Jakarta, Indonesia, in 1967. Currently, the region boasts a total population exceeding 690 million and an aggregate economy surpassing US$ 4.0 trillion. In recent years, ASEAN has experienced accelerated urbanization, rising household incomes, and increased digital penetration. The region's middle class continues to expand, and consumer demand keeps growing, shifting gradually from basic goods to high-quality products.

According to CRI's analysis, young consumers and social media are emerging as key drivers of demand growth. Platforms such as TikTok, Instagram, and YouTube, as well as Shopee and Lazada, enable consumers to quickly access new products, reviews by KOLs and KOCs, and usage tutorials.

According to CRI's analysis, Thailand possesses a relatively mature manufacturing base for beauty products, along with strong regional manufacturing and export

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capabilities. Indonesia boasts a vast array of local manufacturers and a large consumer market, and is increasingly becoming a key hub for local brands and regional supply chains.

According to CRI's estimates, the ASEAN cosmetics market is projected to reach US$ 15.7 billion in 2026, with a CAGR of approximately 4.0% from 2026 to 2030, and is expected to reach approximately US$ 18.4 billion by 2030.

CRI recommends that global cosmetics companies, international manufacturers, distributors, private equity (PE) funds and venture capital (VC) firms conduct timely market research on the ASEAN region to prepare for their strategic entry into the ASEAN cosmetics market.

## Key Contents

Overview of the Cosmetics Industry in ASEAN

Economic and Policy Environment of Cosmetics Industry in ASEAN

Analysis of the Cosmetics Industry in Major ASEAN Countries

Market Size of Cosmetics in ASEAN 2021–2025

Analysis of the Key Cosmetics Providers in ASEAN

Key Drivers and Market Opportunities of Cosmetics Industry in ASEAN

What are the key drivers, challenges and opportunities for the ASEAN Cosmetics industry during the forecast period of 2026–2030?

Which companies are the major market players in the ASEAN Cosmetics industry and what are their competitive advantages?

What is the projected revenue for Cosmetics market in ASEAN during the forecast period of 2026–2030?

What strategies have major market players adopted to increase their market share within this industry?

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Which segment of the ASEAN Cosmetics market is expected to dominate the market by 2030?

What are the major headwinds facing the ASEAN Cosmetics industry?

How can foreign capital enter the Cosmetics industry in ASEAN?

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# Contents

## 1 OVERVIEW OF ASEAN

1.1 Geography
1.2 Demographic Structure
1.3 Economic Situation
1.4 Minimum Wage Standards

## 2 OVERVIEW OF COSMETICS INDUSTRY

2.1 Definition and Classification of the Cosmetics Industry
  2.1.1 Industry Definition
  2.1.2 Classification
2.2 Analysis of Cosmetics Industry Chain
2.3 Policy Environment of Cosmetics Industry in ASEAN
2.4 CRI’s Suggestions for Foreign-Invested Enterprises Investing in the ASEAN Cosmetics Industry

## 3 ANALYSIS OF SUPPLY AND DEMAND IN THE ASEAN COSMETICS INDUSTRY

3.1 Supply Analysis of the Cosmetics Industry in ASEAN
  3.1.1 Overview of Cosmetics Product Manufacturing in ASEAN
  3.1.2 Supply Structure of Cosmetics Products in ASEAN
  3.1.3 Factors Affecting Cosmetics Supply in ASEAN
3.2 Demand Analysis of Cosmetics Industry in ASEAN
  3.2.1 Market Size of Cosmetics in ASEAN
  3.2.2 Analysis of Demand Structure for Cosmetics
  3.2.3 Analysis of Demand Drives for Cosmetics

## 4 IMPORT AND EXPORT OF COSMETICS PRODUCTS IN ASEAN

4.1 Import Overview of Cosmetics Products in ASEAN
  4.1.1 Import Value and Volume of Cosmetics Products in ASEAN
  4.1.2 Major Sources of Cosmetics Products Imports in ASEAN
4.2 Export Overview of Cosmetics Products in ASEAN
  4.2.1 Export Value and Volume of Cosmetics Products in ASEAN
  4.2.2 Major Destinations for Cosmetics Products in ASEAN

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## 5 ANALYSIS OF THE COSMETICS INDUSTRY IN MAJOR ASEAN COUNTRIES

5.1 Singapore
  5.1.1 Overview of the Cosmetics Industry
  5.1.2 Analysis of Cosmetics Market Supply and Demand
5.2 Malaysia
  5.2.1 Overview of the Cosmetics Industry
  5.2.2 Analysis of Cosmetics Market Supply and Demand
5.3 Thailand
  5.3.1 Overview of the Cosmetics Industry
  5.3.2 Analysis of Cosmetics Market Supply and Demand
5.4 Indonesia
  5.4.1 Overview of the Cosmetics Industry
  5.4.2 Analysis of Cosmetics Market Supply and Demand
5.5 Vietnam
  5.5.1 Overview of the Cosmetics Industry
  5.5.2 Analysis of Cosmetics Market Supply and Demand

## 6 ANALYSIS OF THE KEY COSMETICS PROVIDERS IN ASEAN

6.1 L'Or?al
  6.1.1 Company Overview
  6.1.2 Operations Status
6.2 Unilever
  6.2.1 Company Overview
  6.2.2 Operations Status
6.3 Shiseido
  6.3.1 Company Overview
  6.3.2 Operations Status
6.4 Paragon Technology & Innovation
  6.4.1 Company Overview
  6.4.2 Operations Status
6.5 Martha Tilaar Group
  6.5.1 Company Overview
  6.5.2 Operations Status

## 7 OUTLOOK OF COSMETICS INDUSTRY IN ASEAN 2026-2030

7.1 Analysis of Development Factors of Cosmetics Industry in ASEAN

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7.1.1 Drivers and Growth Opportunities of Cosmetics Industry in ASEAN
7.1.2 Threats and Challenges Facing of Cosmetics Industry in ASEAN
7.2 Forecast of Supply for Cosmetics Industry in ASEAN
7.3 Forecast of Demand for Cosmetics in ASEAN
7.4 Forecast of Imports and Exports for Cosmetics Products in ASEAN

## LIST OF SOME CHARTS

Chart Population Size and Growth Rate in ASEAN, 2021–2025
Chart Per Capita GDP and Growth Rate in ASEAN, 2021–2025
Chart Per Capita Income and Growth Rates of ASEAN Residents, 2021-2025
Chart Policies Related to the Cosmetics Industry Issued by ASEAN 2021–2025
Chart Number of Middle-class Population in ASEAN, 2021-2025
Chart Level of Urbanization in ASEAN, 2021-2025
Chart Household Consumption Rate in ASEAN, 2021-2025
Chart Cosmetics Penetration Rate in ASEAN, 2021-2025
Chart Market Size of Cosmetics in ASEAN, 2021-2025
Chart Market Size of Cosmetics in Singapore, 2021-2025
Chart Market Size of Cosmetics in Malaysia, 2021-2025
Chart Market Size of Cosmetics in Thailand, 2021-2025
Chart Market Size of Cosmetics in Indonesia, 2021-2025
Chart Market Size of Cosmetics in Vietnam, 2021-2025
Chart Market Size of Cosmetics in Philippines, 2021-2025
Chart Import Value of Cosmetics Products in ASEAN, 2021–2025
Chart Export Value of Cosmetics Products in ASEAN, 2021–2025
Chart Market Size Forecast of Cosmetics in ASEAN, 2026–2030
Chart Import and Export Forecast of Cosmetics Products in ASEAN, 2026–2030

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