

ASEAN Personal Care Industry Research Report 2026-2030

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Abstracts

Personal care products are consumer goods designed to meet needs related to personal cleanliness, grooming, beauty, and the maintenance of physical well-being. The product range is extensive, primarily encompassing oral care, hair care, body cleansing, skincare, shaving products, and other personal hygiene items.

The upstream segment of the personal care product industry primarily involves core raw materials and production equipment. The midstream segment encompasses formulation R&D, raw material blending, manufacturing and processing, filling and packaging, and brand operations. The downstream segment covers various sales channels, primarily reaching end consumers through large supermarkets, convenience stores, pharmacies, e-commerce platforms, and social commerce platforms.

ASEAN is the most influential regional cooperation organization in Southeast Asia, established in Jakarta, Indonesia in 1967. ASEAN has 11 member states, includes Singapore, Malaysia, Thailand, Indonesia, Vietnam, the Philippines, Cambodia, Myanmar, Laos, Brunei, and Timor-Leste. The total population of the ASEAN region has surpassed 690 million, and its aggregate economy exceeds US\$ 4.0 trillion.

In recent years, the income of ASEAN residents has risen, the middle class has continued to expand, and consumer demand has kept growing.

Demand in the ASEAN personal care market continues to grow, driven primarily by the region's vast population, the rising number of urban households, and consumer needs regarding personal hygiene and beauty care.

The ASEAN personal care market has established a relatively comprehensive supply

ecosystem, with key suppliers including international household and personal care groups, global beauty conglomerates, local ASEAN enterprises, regional brands, and a large number of small and medium-sized enterprises (SMEs) as well as emerging digital-native brands.

According to CRI's estimates, the ASEAN personal care market is projected to reach US\$ 16.5 billion in 2026, with a CAGR of approximately 5.5% from 2026 to 2030, and is expected to reach approximately US\$ 20.5 billion by 2030.

CRI recommends that global personal care 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 personal care market.

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

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

What is the projected revenue for personal care 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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