

# BODY SKIN (INCLUDING SHOWER PRODUCTS AND BODY SKINCARE) – THAI CONSUMER – 2022

Upgrade body skincare by leveraging body treatment feature and skin microbiome. Expand reach to men by linking sensorial stimulation with odour-control benefits.



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# Body Skin (Including Shower Products And Body Skincare) - Thai Consumer - 2022

## This report looks at the following areas:

- Key trends that are impacting the bodycare and body shower categories in Thailand
- Consumers' body skin issues and usage of body skin products
- Attitudes towards body skin products
- Upgrade interests in body skin products
- Opportunities and applications to drive the bodycare and body shower categories in Thailand



Upgrade body skincare by leveraging body treatment feature and skin microbiome. Expand reach to men by linking sensorial stimulation with odour-control benefits.

## Overview

Since 2021, the focus on innovation has returned to bodycare and shower products, with skin brightening remaining the key opportunity area for body skin brands. As they look for quick and effective solutions, women with dull skin show strong interest in body treatments and high-efficacy products. Meanwhile, skin tone has become less important, which calls for brands to focus on benefit claims that promote healthy glowing skin along with brightening benefits.

Body odour is another area that will attract brands and consumers' interests, especially among Thai men, more than half of which have to deal with body odour or excessive sweat issues. In view of this, brands can add more value to the growing perfume-focused segment by adjusting their strategies to directly target body odour concerns. There are opportunities to

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boost engagement in shower products among male consumers by capitalising on the strong association with odour control in body powder and innovating in scent-enhancing features.

In addition, lifestyle changes during the COVID-19 pandemic drive consumers to pay greater attention to their beauty and skin health. This leads to an increased interest in body skin products that promote healthy skin microbiome, especially among consumers with sensitive skin who tend to experience multiple skin issues and be more attentive to skin health.

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# Report Content

## EXECUTIVE SUMMARY

- Report definition
- Mintel's perspective

### Key issues covered in this Report

- Overview
- Innovation focus returned to bodycare and shower products
  - Graph 1: bodycare, soap, bath and shower product launches, 2017-22
- High-efficacy, convenience and holistic solutions are the key factors of brightening body skincare
  - Graph 2: strong agreement with the following statements, by skin issues and product interest, 2022
- Connect sensorial stimulation with odour-control benefits in shower products to expand reach to male audiences
  - Graph 3: features associated with shower products, males with body odour vs without body odour, 2022
- Sensitive skin consumers show more readiness for microbiome bodycare
  - Graph 4: features in body skin products willing to pay more for, consumers with sensitive body skin vs non-sensitive body skin, 2022

### Mintel predicts

- The outlook for body skin products in Thailand
- The marketing mix
- Quick download resources

## KEY TRENDS

- What you need to know

### White skin tone focus will be less relevant

- Body skin category shifts away from whitening claims
  - Graph 5: bath, soap and shower product launches, by claims, 2019-22
  - Graph 6: bodycare launches (including hand and foot care), by claims, 2019-22
- Healthy and glowing skin is an emerging trend
- Beauty blogs and product reviews sharing tips and items for healthy glowing skin

### Fragrance-forward innovation becomes more mainstream

- Innovation focus returned to bodycare and shower products while liquid soap has cooled off
  - Graph 7: bodycare, soap, bath and shower product launches, 2017-22
- Bodycare and shower products saw a surge in fragrance-led innovation

- Graph 8: new product and range extension launches with perfume feature\*, 2019-22
- Bodycare and shower products positioned as perfume alternatives
- Brands can branch out to a less-competitive odour controlling space
  - Graph 9: soap, shower and bodycare launches carrying odour control claim, 2019-22
- Hybrid deodorant and body skin products

### **Skin health rising to prominence**

- Elevated focus on skin health
- Claims related to skin-safe credentials rise amid the increased awareness around skin health
  - Graph 10: soap, bath and shower product launches, by claims, 2019-22
  - Graph 11: bodycare launches (including hand and foot care), by claims, 2019-22
- Derma-brands showcase a holistic approach to managing skin health
- Probiotics in body skin are still in a nascent stage
  - Graph 12: bodycare, soap, bath and shower product launches with prebiotic and probiotic claims, 2019-22

## **GLOBAL TRENDS AND HOW THEY ARE PLAYING OUT IN THAILAND**

- A holistic approach to skin health
- Men take pride in self-care
- Scented sensation in bodycare rituals

## **CONSUMER INSIGHTS**

- What you need to know

### **Women seek high-efficacy, convenient and holistic solutions to beat dull skin**

- Skin dullness is a major body skin issue for Thai consumers
  - Graph 13: body skin issues consumers experienced in the past three months, 2022
- Demographic profile of consumers with dull skin
- Body treatment is highly associated with skin brightening
  - Graph 14: features associated with body treatment, females with dull skin vs non-dull skin, 2022
  - Graph 15: features associated with bodycare, females with dull skin vs non-dull skin, 2022
- Women with dull skin rely on body lotion and sunscreen while the usage of body treatment remains low
  - Graph 16: body skin products used in the past three months, 2022
- High-efficacy, convenience, and holistic solution are the key factors of brightening body skincare
- Women with dull skin want effective solutions
- New format innovation will appeal to this consumer group
- They are willing to upgrade to products that promote holistic healthy skin
  - Graph 17: willingness to pay more for body skin product features, by skin issues and product interest, 2022

## Male consumers want long-lasting body odour control benefits

- The issue around body odour presents an opportunity to connect with Thai men
  - Graph 18: body skin issues by male consumers, 2022
- Thai men with unpleasant body odour are concerned about the problem and look for solutions
- Men aged 35-44 are most concerned by body odour
  - Graph 19: male consumers who have or are concerned about body odour, by age, 2022
- Body powder and shower products are respectively connected to sweat control and antibacterial properties, both associated with body odour control
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  - Graph 20: features associated with body shower, males with body odour issue vs non-body odour issues, 2022
- Males with body odour are willing to trade up for scent-enhancing features
  - Graph 21: features in body skin products willing to pay more for, males with body odour vs without body odour, 2022

## Sensitive skin consumers are receptive to microbiome skincare

- Almost one third of Thais suffer from sensitive body skin
- Consumers with sensitive skin experience other skin discomforts
- They show interest in body skin products promoting good bacteria preservation
- Sensitive-skin consumers are highly engaged in the body skincare category
  - Graph 22: body skin products used in the past three months, by consumer type, 2022

## MARKET APPLICATIONS

- Opportunities: key focus areas

### Leverage body treatment features to elevate healthy brightening efficacy in body skincare

- Bring ampoule format to body skincare to elevate efficacy beyond serum
- Incorporate encapsulation systems to maximise skin benefits
- Innovate in formats that are convenient and easy-to-apply
- Respond to evolving needs to reveal healthy-looking and glowing skin

### Get inspired by powder format and level up fragrance feature

- Add powdery sensation to shower products
- Tap into sensory stimulation to promote superior cleanliness, odour and sweat control
- Highlight long-lasting credentials and relaxing scents that cater to male consumers

### Promote healthy, resilient skin with microbiome-focused products

- Start with educating consumers on the benefits of maintaining healthy skin microbiome
- Link probiotics with skin barrier strength
- Promote microbiome benefit across body skin category

## APPENDIX

- Consumer research methodology

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