

BODYCARE – THAI CONSUMER – 2020

Unlock the potential of bodycare by facilitating emotive conversations, serving the underserved needs and reanimating the category excitement.



A Mintel Analyst, Global Analyst



Report Content

EXECUTIVE SUMMARY

- What you need to know
- Mintel's perspective

Market context

- Graph 1: number of body, hand, and footcare product launches. Jul 2017-Jun 2020
- Niche body part products suggest growth potential

What consumers want and why

- Graph 2: satisfaction with the effectiveness of bodycare products by age group, April 2020
- Consumers want: solutions specific to different body parts
- Consumers want: exciting textures

Opportunities

- Address holistic bodycare with self-love empowerment
- Break away from generic hydrating claims
- Introduce new textures with suitable skin benefits

Competitive landscape

- Market activities

Mintel predicts

- Thai bodycare faces a short-term setback but will recover by summer 2021
- The marketing mix – 4Ps

KEY TRENDS

- What you need to know
- Thai bodycare market is small with slow growth
 - Graph 3: bodycare and facial care retail market values in million US dollars, 2013-2022
- Declining body, hand and footcare launches
 - Graph 4: skincare launches by subcategories, Jun 2017-May 2020
- Thai bodycare trails behind other leading Asian countries
 - Graph 5: bodycare launches, Jun 2017-May 2020
 - Graph 6: top 10 claims in bodycare, Jun 2017-May 2020
 - Graph 7: top 10 beauty enhancing claims in bodycare, Jun 2017-May 2020
- Lotion texture's throne is shaken

- Graph 8: bodycare launches by texture, Jun 2017-May 2020

KEY DRIVERS

- Facial care is full of innovations and excitement
- Breaking away from traditional lotion
- Combining textures to create a new texture
- Revealing skin is the new fashion
- Digital media powers the communication of specific body parts
- Don't shy away from taboos, or risk missing the opportunities

GLOBAL TRENDS AND HOW THEY ARE PLAYING OUT IN THAILAND

CONSUMER INSIGHT

- What you need to know
- Bodycare is underwhelming
 - Graph 9: "I am excited about the current bodycare offering in the market" by age, Apr 2020
 - Graph 10: "I am excited about the current bodycare offering in the market" by gender, Apr 2020
- Excitement drives higher usage
 - Graph 11: bodycare product used more in the past 12 months, Apr 2020

Explore new benefit claims to meet consumers' needs

- Number one body problem is dullness
 - Graph 12: body problems experienced in the past 12 months, Apr 2020
 - Graph 13: bodycare top 10 beauty enhancing claims, Apr 2019-Mar 2020
 - Graph 14: bodycare product features sought after, Apr 2020
- Whitening and acne are the pinnacle problems of the young
 - Graph 15: body problems experienced in the past 12 months by age group, Apr 2020
- No right solutions, no satisfaction
 - Graph 16: body acne experienced in the past 12 months by age group and gender, Apr 2020
 - Graph 17: sagging skin experienced in the past 12 months by age group, Apr 2020

Draw out the strengths of textures to add appeal

- Sunlight protection benefit stands out in lotion
 - Graph 18: bodycare benefits and textures association, Apr 2020
 - Graph 19: lotion benefits and textures association, by age, Apr 2020
- Consumers are ready for new textures...
 - Graph 20: bodycare benefits and textures association, Apr 2020

Bodycare – Thai Consumer – 2020

- Graph 21: bodycare benefits and textures association, Apr 2020
- Graph 22: bodycare benefits and textures association, Apr 2020
- Graph 23: bodycare benefits and textures association, Apr 2020
- Graph 24: no benefits associated with oil texture, by age, Apr 2020
- Graph 25: moisturising benefit associated with oil texture, by age, Apr 2020

Expand into other body parts

- Growth opportunities lie outside of just body
 - Graph 26: bodycare product types used in the past 12 months, Apr 2020
 - Graph 27: specific body parts problems experienced in the past 12 months, by age group, Apr 2020
 - Graph 28: intimate care products used in the past 12 months, Apr 2020
 - Graph 29: breast care products used* in the past 12 months, Apr 2020
 - Graph 30: nipple care products used in the past 12 months, Apr 2020
- Consumer insight in summary

MARKET APPLICATIONS

- Opportunities: key focus area

White space opportunities in addressing specific body parts

- Start with education to cultivate a routine
- Growth opportunities lie outside of just body
- Create awareness for hand dehydration
- Hand washing and handcare go hand in hand
- Make digital space the haven of intimate talk
- Case study: Nipplets lingerie

Opportunities in benefits

- Graph 31: top 10 beauty enhancing claims in bodycare, Jun 2019-May 2020
- Graph 32: body problems experienced in the past 12 months, Apr 2020
- Continue whitening/brightening care despite staying indoor
- Deliver precise and powerful body acne solution with built-in applicator

Opportunities in texture

- Use milk to improve both skin tone and quality
- Mirror skin tightening image from facial essence to body
- Position body oil as the wellbeing bodycare solution for the 35+
- Create new texture combinations with a story
 - Graph 33: texture combination percentage of bodycare lotion, Jun 2017-May 2020
 - Graph 34: texture combination percentage of bodycare gel, Jun 2017-May 2020

- Play up the benefit of different textures
- Take inspiration from the food industry
- Market applications in summary

Who's innovating

- Specific body part care for women
- Specific body part care for men

Global innovations

- The power of product reviews: from body exfoliant to being the local's favourite body acne solution
- Sleep aid and de-stressing claims in bodycare
- Innovative body oil launches
- Handcare with protection against elements

BOARDROOM CHECKLIST

- Boardroom checklist

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a Thai licensed market survey agent ([See Research Methodology for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850