

# COLOUR COSMETICS ATTITUDES AND TRENDS – THAI CONSUMER – 2024

Prioritising budget and simplicity, Thais prefer minimalist makeup routines, prompting brands to offer products that are versatile and high quality with skincare benefits and customisable to support individuality.



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# Colour Cosmetics Attitudes And Trends – Thai Consumer – 2024

## This report looks at the following areas:

- Behavioural trends and attitudes towards colour cosmetics
- Preferred makeup styles among Thais compared to 2023
- Desired product features and claims in colour cosmetics
- The prioritisation of essential versus discretionary makeup products

## Overview

The colour cosmetics market in Thailand is experiencing a shift towards minimalism, as consumers increasingly prefer spending on essential makeup items that save time and money. This is accompanied by a growing demand for makeup products that integrate skincare benefits, driven by the desire for harm-free ingredients and solutions to skin issues. Customisation and creativity are also key, with a significant group of consumers seeking products that enable self-expression and ones using innovative technologies like AR for personalisation.

Read on to discover how these trends are creating market opportunities for brands to develop versatile, high-quality products that cater to consumer demands for simplicity, individuality and creativity.



Prioritising budget and simplicity, Thais prefer minimalist makeup routines, prompting brands to offer products that are versatile and high quality with skincare benefits and customisable to support individuality.

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# Report Content

## EXECUTIVE SUMMARY

- Mintel's perspective

### Key issues covered in this Report

- Overview
- The outlook for colour cosmetic trends and attitudes in Thailand
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  - Graph 2: makeup features consumers are interested in buying and willing to pay more for, 2024
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### Propellers for simplified makeup

- The concept of 'quiet beauty' encourages consumers to embrace simpler makeup that accentuates one's natural features
- Empowering base-free makeup is kicking off a global natural beauty revolution
- Monochromatic makeup in neutral tones exemplifies 'quiet luxury'
- Minimal makeup is also driven by the 'lazy girl' makeup trend

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### APPENDIX

- Report definition
- Consumer research methodology
- Social data research methodology

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