

COLOUR COSMETICS – THAI CONSUMER – 2023

Innovate in base makeup for sensitive skin, and cater to the growing demand for customisable point makeup. Provide streamlined makeup solutions for male users.



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Colour Cosmetics – Thai Consumer – 2023

This report looks at the following areas:

- The trends impacting the colour cosmetics category in Thailand
- Usage behaviours and attitudes towards colour cosmetics
- Purchasing criteria and interest in colour cosmetic features
- Opportunities and applications for product development in the colour cosmetics category



Innovate in base makeup for sensitive skin, and cater to the growing demand for customisable point makeup. Provide streamlined makeup solutions for male users.

Overview

Skin health holds significant importance for Thai consumers, with many seeking to combine their skincare routine with their makeup one. As such, consumers demand makeup products that offer skincare benefits. Interestingly, those willing to invest in such products tend to have sensitive skin. However, the innovation in base makeup catering to sensitive skin is currently limited, highlighting an opportunity for brands to address this specific need.

The purchase of point makeup products, on the other hand, is primarily driven by the availability of extensive colour options that can be tailored to individual preferences. These products find favour among trend-savvy younger women eager to stay up-to-date with the latest makeup styles. This enthusiasm highlights the potential for versatile and customisable products achieved through innovative formulas and packaging.

Moreover, the adoption of soft masculinity has positively influenced the acceptance of men wearing makeup, leading to increased usage among Thai men. This dynamic market presents

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opportunities for innovative, time-saving and convenient solutions that streamline men's makeup routines.

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Report Content

EXECUTIVE SUMMARY

- Mintel's perspective

Key issues covered in this Report

- Overview
- The outlook of the colour cosmetics market in Thailand
- 'Skinification' leads colour cosmetic innovation, while beauty edutainment and soft masculinity present opportunities
 - Graph 1: colour cosmetic launches, by top skincare claims, 2018-23
- Offer skincare-infused base makeup for sensitive skin
 - Graph 2: behaviours regarding colour cosmetics, 2023
- Bring customisation to point makeup
 - Graph 3: interest in colour cosmetics with more customisable shade options, by makeup usage, 2023
- Boost men's usage with quick, effortless solutions
 - Graph 4: interest in ease-of-use features in colour cosmetics, by makeup behaviour, 2023

KEY TRENDS

- What you need to know

'Skinification' is gaining momentum

- The 'skinification' of cosmetics is set to evolve
- Colour cosmetic launches are driven by the inclusion of skincare claims
 - Graph 5: colour cosmetic launches, by top skincare claims, 2018-23
- Base colour cosmetics currently lead the 'skinification' trend
 - Graph 6: penetration of top skincare claims in colour cosmetic launches, by sub-category, 2018-23
- The quest for healthy skin and the existence of tighter budgets back up the appeal of skincare-infused cosmetics

Enthusiasm for new makeup trends

- Beauty edutainment creates an appetite for makeup experimentation
- The dynamic beauty community leads to the swift adoption of new makeup trends
- Promote self-expression with a consumer-centric approach

Men's makeup has become normalised

- Acceptance of men's makeup is high in Thailand
 - Graph 7: consumer agreement* with 'It's acceptable for men to wear makeup', 2021
- North APAC continues to lead the colour cosmetics market for men

- Graph 8: colour cosmetic launches with 'male' claims, 2020-23
- K-Pop culture has helped normalise men wearing makeup
- Key players in the beauty industry are capitalising on the growing men's beauty segment

WHAT CONSUMERS WANT AND WHY

- What you need to know

Innovate skincare-base-makeup hybrids with skin-strengthening benefits

- The 'skinification' trend remains an ongoing and promising opportunity
 - Graph 9: behaviours regarding colour cosmetics, 2023
- The demographic profile of Skin-benefit Seekers
- Skincare benefits and protection claims are key purchasing factors in base makeup
 - Graph 10: features ranked as a top three important factor when choosing base makeup products (eg foundation, primer), among Skin-benefit Seekers, 2023
- Due to sensitive skin, Skin-benefit Seekers opt for skincare-infused cosmetics
 - Graph 11: skin issues experienced in the last 12 months, by interest in skincare benefits, 2023
- Offer base makeup for sensitive skin
 - Graph 12: penetration of top skincare claims in base makeup launches, by sub-category, 2018-23
- Bring ingredients known for treating sensitive skin to makeup
- Promote long-term skin health with reparative formulas that strengthen the skin barrier
- Alongside skincare benefits, consumers are interested in skincare-like textures and application
- Enhance the likeness of skincare through application and texture while ensuring long-lasting wear
- Get inspired by skincare formats and textures

Unlock boundless potential by offering versatile, customisable point makeup

- The demographic profile of Point Makeup Enthusiasts
- Shade and colour tailored to individual preferences are pivotal for Point Makeup Enthusiasts
 - Graph 13: interest in personalised colour options, by makeup usage, 2023
- A passion for exploring makeup looks drives their interest in colour options
 - Graph 14: ideal makeup look or style that women pursue, by makeup usage, 2023
- Start with a customisable formula that allows users to create multiple looks
- Design products that allow for individual expression
- Point Makeup Enthusiasts also prioritise refillable products that offer more flexibility
 - Graph 15: features ranked as a top three important factor when choosing point makeup products by makeup usage, 2023
- Offer greater personalisation freedom with refillable designs
- The Hourglass Curator Eyeshadow collection celebrates individual creativity through choice
- Customisation features also create opportunities to build stronger connections

- Graph 16: attitudes towards playful makeup and makeup as a treat, by makeup usage, 2023

- Introduce playful packaging with a personal touch
- Create collectible value with unique packaging designs

Boost men's usage through convenient innovations that streamline their makeup routines

- Sophisticated male base makeup users present an opportunity to advance the men's makeup category

- Graph 17: men who used base and point makeup products in the last three months, 2023

- The demographic profile of Sophisticated Male Makeup Users
- The influence of makeup trends can lead to increased engagement with makeup products
- Sophisticated Male Makeup Users have an extensive repertoire, but certain items remain underutilised
- End their search for products that streamline makeup routines and save time

- Graph 18: interest in ease-of-use colour cosmetic features, by makeup behaviour, 2023

- Innovate formulas that simplify the makeup process
 - Include built-in applicators for ease of use
 - Remove barriers via formulas and formats that require minimal precision
 - To enhance their skills, Sophisticated Male Makeup show interest in makeup tutorials
- Graph 19: interest in paired makeup and tutorials, by makeup behaviour, 2023
- Create tutorials to boost interest and accelerate adoption

APPENDIX

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

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