

FACIAL CARE – THAI CONSUMER – 2021

Offer wellbeing claims to serve emotional needs, leverage science to justify functional claims and highlight value to respond to skincare shifts during the pandemic.



A Mintel Analyst, Global Analyst



Report Content

EXECUTIVE SUMMARY

- What you need to know
- Mintel's perspective

Market context

- The COVID-19 impact on facial skincare
- Skincare category was positively boosted by the pandemic
 - Graph 1: launches in facial skincare with anti-acne, antibacterial and sensitive claims, 2018-21

What consumers want and why

- Meet the three consumer facial skincare segments
- The Skin/self-care want: wellness skincare
- The Skintellectuals want: reasons to believe in claims
- The Skin in a Pinch want: value through efficacy

Opportunities

- Opportunities for the Skin/Self-care
- Opportunities for the Skintellectuals
- Opportunities for the Skin in a Pinch

Competitive landscape

- Market activities

Mintel predicts

- The outlook for facial skincare category in Thailand
- Marketing mix
- Opportunistic future for facial skincare

KEY TRENDS

- What you need to know
- Thai facial skincare market has a positive outlook
 - Graph 2: facial skincare retail market value*, 2018-24
- Facial skincare is on the path of innovations
 - Graph 3: top five launches in beauty and personal care products, 2018-21
- Product launch in response to maskne starts to take off
 - Graph 4: launches in facial skincare with anti-acne, antibacterial and sensitive claims, 2018-21

Facial Care – Thai Consumer – 2021

- Maskne inspired innovations during the pandemic
- Skin strength and skin barrier are introduced in the market because of maskne
- Facial care claims with skin glow attributes are starting to take off
 - Graph 5: top ten launches in face/neck care by beauty-enhancing and functional claims, 2018-21
- Affordability can help sustain facial skincare routine and retain consumer loyalty

KEY DRIVERS

- The pandemic is shifting to endemic
- Acne is everyone's problem
 - Graph 6: skin issues experienced in the past six months, 2020
- The focus shifted from vanity to holistic wellness
- Rise of skin literacy
- The pandemic puts low-income earners under financial stress
 - Graph 7: financial situation compared to one year ago*, 2021

GLOBAL TRENDS AND HOW THEY ARE PLAYING OUT IN THAILAND

- Consumers are re-evaluating their purchases
- The focus is on minimalism
- Consumers have the ability to credit check brands

CONSUMER INSIGHT

- What you need to know
- Thai consumers keep it simple in the morning
 - Graph 8: facial skincare product usage in the morning, 2021
- Consumers kept skincare regimes consistent with additional mask at night
 - Graph 9: facial skincare product usage in the evening, 2021
- Mintel's three facial care consumer segments in Thailand

Skin/self-care (27%)

- Representing the 45+ suburban consumers
- Skin/self-care demographic index
- Skincare is an important part of self-care
 - Graph 10: consumers who agree that skincare is an important part of self-pampering, 2021
 - Graph 11: consumers who agree that using skincare products helps relaxation, 2021
- The pandemic allowed for more self-care time
 - Graph 12: consumers who agree that restrictions during the COVID-19 outbreak creates more free time to spend on a skincare regime, 2021

Facial Care – Thai Consumer – 2021

- The focus is not on the science
 - Graph 13: consumers who neither agree or disagree that knowing about skincare science is important, 2021
- Routine has expanded since the pandemic
 - Graph 14: the Skin/self-care consumers' behaviour towards facial skincare, 2021
- The Skin/self-care still stick to the basic routine
 - Graph 15: facial skincare product usage in the morning, 2021
 - Graph 16: facial skincare product usage in the evening, 2021
- Skin/self-care are focusing on concentrated and nourishing skin formats
- Skin/self-care would pay a premium for products that are efficacious and relaxing
 - Graph 17: facial skincare products that the Skin/self-care would pay more for, 2021

Skintellectual (43%)

- Hardcore skincare nerd
- Skintellectual demographic index
- Science is king for Skintellectual
 - Graph 18: consumers who strongly agree that knowing about skincare science is important to them, 2021
- Prevention is high on the agenda
 - Graph 19: consumers who strongly agree that skincare routines help to prevent skin issues, 2021
- The pandemic helped them to be more engaged with facial care
 - Graph 20: facial skincare usage behaviour, 2021
- The Skintellectual are online influencers
 - Graph 21: consumer behaviour towards facial skincare, 2021
- The Skintellectuals have extensive skincare regimes with additional special treatments
 - Graph 22: facial skincare product usage in the morning, 2021
 - Graph 23: facial skincare product usage in the evening, 2021
- Skip-care trend is adopted to simplify multi-step routines
 - Graph 24: consumers who strongly agree that a minimalist approach to skincare has become more appealing since the start of the pandemic, 2021
- Skinintellectuals would pay more for advanced skincare products
 - Graph 25: facial skincare features that Skinintellectuals are interested in paying more for, 2021

Skin in a Pinch (30%)

- Low-income rural consumers looking for self-care appreciation
- Skin in a Pinch demographics
- The Skin in a Pinch consumers have to cutback on facial care spending
- Knowing about skincare credibility will help to optimise their spending
 - Graph 26: consumers who agree that knowing about skincare science is important to them, 2021
- Maskne care is the immediate skin needs
- The Skin in a Pinch wants the most out of their skincare

- Graph 27: facial skincare product attributes that Skin in a Pinch would pay more for, 2021

MARKET APPLICATIONS

- Opportunities: key focus areas

Opportunities for the Skin/self-care

- Capture the wellness benefits in facial skincare with sensorial appeal
- Communicate skincare as part of the wellness routine
- Beauty supplements connect the dots between beauty and wellness
- Clearly call out benefit claims to catch attention without overwhelming
- Skincare in pad format is convenient and multi-beneficial

Opportunities for Skintellectual

- Transparency will be key for Skintellectuals
- Highlight ingredient superiority to stand out for the Skintellectuals
- Make vanity their laboratory with customisable skincare usage
- Professional treatment at consumers' homes
- Introduce ingredients that support skin health

Opportunities for Skin in a Pinch

- Offer ingredient-oriented skincare to emphasise value
- Affordable sheet masks for affordable night pampering
- Anti-acne medical masks tackle two essential needs in one product

Who's innovating?

- Thai beauty brands are stepping up the science in skincare

Global innovations

- Global skincare brands are honing to skip-care trends

BOARDROOM CHECKLIST

About Mintel Reports Thailand

Access our reports now and get the most accurate, credible and powerful data, insights and analysis. Mintel Reports Thailand gives you everything you need to know about what Thai consumers want and why.

In each report, we're analysing new product innovations, the competitive landscape, as well as consumer behaviours across Thailand. Our local analysts, supported by our team of global experts then translate it into what it means for you.

What makes them unique?

- ✔ Key trends
- ✔ Consumer segmentation
- ✔ Local and global expertise

How Mintel Reports Thailand will help your business grow:

01

Identify future opportunities by understanding what Thai consumers want and why

02

Make better decisions faster by keeping informed on what's happening in markets across Thailand

03

See the trends and innovations impacting you on a local and global level

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

store.mintel.com | store@mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

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

email: store@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