

FACIAL CLEANSER – THAI CONSUMER – 2024

Expand the reach of makeup removers by introducing a pre-wash step. Integrate wellness elements and develop gentle formulations with sensory-enhancing features.



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Facial Cleanser – Thai Consumer – 2024

This report looks at the following areas:

- The trends impacting the facial cleanser category in Thailand
- Facial skincare routines and consumer attitudes towards facial cleansing routines
- Purchasing criteria and interest in facial cleanser features
- Association between format & texture and benefits of facial cleanser products

Overview

Thai consumers are dedicating more attention to their facial care routine, with **39%*** spending more time on facial care in 2023, up from **34%*** in 2022. This trend provides a positive foundation for the facial cleanser category and creates opportunities for innovation. The makeup remover segment, in particular, can be adapted to appeal to a broader audience, including non-regular makeup wearers.

Furthermore, the growing emphasis on mental wellbeing and self-care presents opportunities for brands to capitalise on innovation in sensory features and the incorporation of neurocosmetics into facial cleansers. There is also a rising demand for gentler formulations that cater to sensitive skin needs, particularly as the pollution crisis continues to drive consumers to protect and care for their skin sensitivity.



Expand the reach of makeup removers by introducing a pre-wash step. Integrate wellness elements and develop gentle formulations with sensory-enhancing features.

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Report Content

EXECUTIVE SUMMARY

- Mintel's perspective

Key issues covered in this Report

- Overview
- The outlook of facial cleanser category in Thailand
- Growing focus on cleansing step and self-care open room for innovation while demand for sensitive care is also rising
 - Graph 1: top facial cleanser launches carrying claims related to relaxation and mood benefits, by format and texture, 2021-24
- Reposition makeup remover as a pre-wash to increase penetration
 - Graph 2: facial cleansing product usage in the past three months among colour cosmetic and facial sunscreen users, 2023
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 - Graph 3: facial cleanser product features willing to pay more for, by interest in fragrance features, 2023
- Premiumise facial cleansers with gentle yet deep-cleansing formula
 - Graph 4: consumers who strongly agree with select statements, by skin sensitivity and attitudes towards facial cleansers, 2023

KEY TRENDS AND MARKET FACTORS

- What you need to know

Increasing focus on cleansing steps for improved skin

- Consumers prioritising their facial care presents an opportunity to elevate the cleansing step
- Makeup removers can broaden their audiences as 'double cleansing' gaining traction
- Conversations about double cleansing often centre on sunscreen removal, indicating an opportunity to target this occasion
- Makeup remover starts communicating claims around skincare benefits
 - Graph 5: top ten beauty and skincare claims in makeup remover launches, 2019-24
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Skincare taking a new role in promoting emotional wellbeing

- From self-pampering to self-care
- Neurocosmetics and sensory experience emerge as assets for emotional wellbeing
- Shower products and bodycare lead in mood-enhancing innovation

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- Graph 6: penetration of claims related to relaxation and mood-lifting benefits in BPC launches, by sub-category, 2019-24
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 - Graph 8: top facial cleanser launches by format and texture, 2019-24
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 - Graph 9: top facial cleanser launches carrying claims related to relaxation and mood benefits, by format and texture, 2021-24
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Rising necessity to shield and care for sensitive skin

- Pollution crisis has driven consumer interest in skin protection and treating sensitive skin
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WHAT CONSUMERS WANT AND WHY

- What you need to know

Reposition makeup remover as a pre-wash to increase penetration

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- Strong beauty engagement suggests an opportunity to introduce pre-cleansing step
 - Graph 14: usage of beauty products in the past three months, by attitudes towards beauty and makeup remover usage, 2023
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 - Graph 15: changes in the usage of facial scrub in the last six months, by attitudes towards beauty and makeup remover usage, 2023
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 - Graph 16: usage of makeup products in the past three months, by attitudes towards beauty and makeup remover usage, 2023
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- Graph 17: consumers who strongly agree with select statements, by attitudes towards beauty and makeup remover usage, 2023

- Establish pre-wash step for Prospective Pre-Wash Users
- Consumers are willing to pay a premium for products that offer skincare and deep cleansing benefits
- Consumers are willing to pay a premium for products that offer skincare and deep cleansing benefits.
- Promote pre-wash as the essential first step for thorough skin cleansing
- Highlight the added value of pre-wash products with skin-nourishing benefits

Upgrade facial cleanser with wellness elements, delivering through sensory benefits

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- Tap into the mind-body connection in facial cleansers
- The ambiguous perception of the balm format presents an opportunity to redefine its image
- Offer a multi-sensory cleansing experience to promote relaxation and wellness
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Premiumise facial cleansers with gentle yet deep-cleansing formula

- Skin sensitivity concerns and a preference for milder cleansers create opportunities for gentle formulas
 - Graph 20: consumers who strongly agree with select statement, by facial skin conditions, 2023
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 - Graph 23: dermacosmetic skincare usage, by Gentle Cleansing Seekers, 2023
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 - Graph 24: facial cleanser product features willing to pay more for, by skin sensitivity and attitudes towards facial cleansers, 2023

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- Develop formulation to promote comfort and satisfying after-wash sensation
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- Improve skin health and texture with barrier-enhancing ingredients for lasting benefits

APPENDIX

- Report definition
- Other definitions
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- Social data research methodology

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