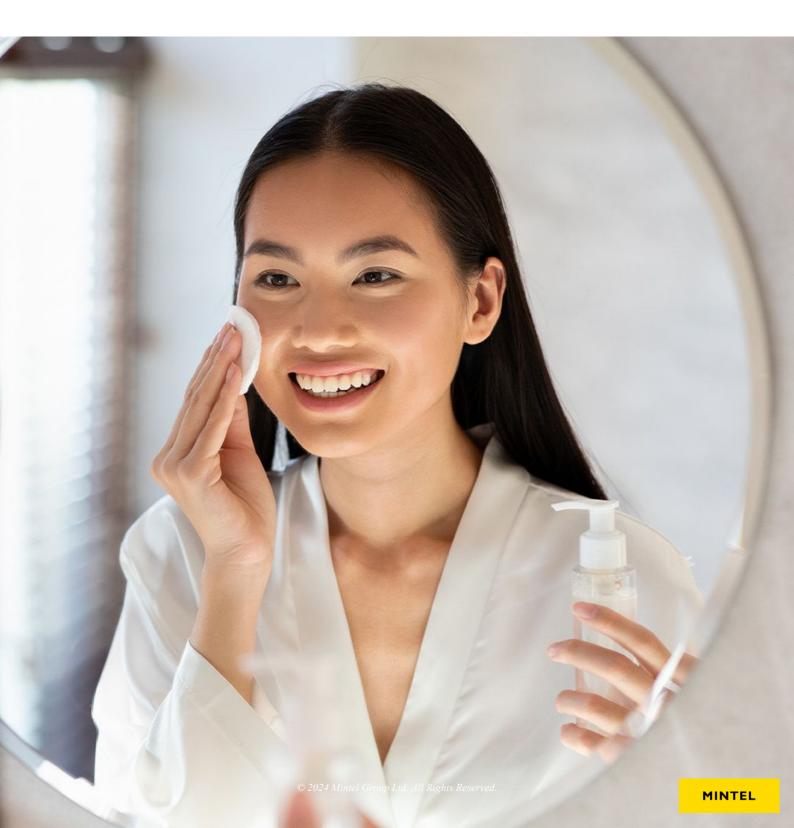
FACIAL CLEANSER – THAI CONSUMER – 2024

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



Chayapat Ratchatawipasanan, Principal Analyst



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

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

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.

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Report Content

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• Mintel's perspective

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- The outlook of facial cleanser category in Thailand
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• Upgrade facial cleanser with wellness elements, delivering through sensory benefits

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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
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WHAT CONSUMERS WANT AND WHY

• What you need to know

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- 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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Premiumise facial cleansers with gentle yet deep-cleansing formula

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- TURF analysis
- Correspondence analysis
- Social data research methodology



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