

# 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

## 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.

**BUY THIS REPORT NOW**

**€2600.00 | £2195.00 | \$2995.00\***

[store.mintel.com](https://store.mintel.com) | [store@intel.com](mailto:store@intel.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**

# 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
- Upgrade facial cleanser with wellness elements, delivering through sensory benefits
  - 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
- Brands are expanding the benefits of makeup removers with enhanced formula

### 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

## Facial Cleanser – Thai Consumer – 2024

---

- Graph 6: penetration of claims related to relaxation and mood-lifting benefits in BPC launches, by sub-category, 2019-24
- Innovative formats like balm and mousse are trending in APAC, giving brands an opportunity to diversify their offerings
  - Graph 7: top facial care launches by product format and texture, 2019-24
  - Graph 8: top facial cleanser launches by format and texture, 2019-24
- Facial cleansers can expand to broader formats to elevate sensory experience
  - Graph 9: top facial cleanser launches carrying claims related to relaxation and mood benefits, by format and texture, 2021-24
- Scents are underutilised in Thai facial care, highlighting room for innovation
  - Graph 10: top facial cleanser launches, by fragrance component group, APAC vs Thailand, 2021-24

### Rising necessity to shield and care for sensitive skin

- Pollution crisis has driven consumer interest in skin protection and treating sensitive skin
- Sensitive skin protection is increasingly spotlighted in facial cleanser product messaging
- Gentleness is the leading topic of facial cleanser conversations
- There is a growing trend of facial cleansers launched with gentle formula and sensitive skin claims
  - Graph 11: top 10 claims in facial cleanser launches, excluding cleansing claim, 2019-24
- Rise of foaming dispenser launches hold promise for delivering gentleness
  - Graph 12: packaging and dispenser type of facial cleanser launches, 2019-24
- Capitalise on the gentleness of airy foam texture

## WHAT CONSUMERS WANT AND WHY

- What you need to know

### Reposition makeup remover as a pre-wash to increase penetration

- Limited penetration of makeup remover suggests there is room for growth
  - Graph 13: facial cleansing product usage in the past three months among colour cosmetic and facial sunscreen users, 2023
- Brands can increase makeup remover adoption by targeting consumers seeking sunscreen cleansers
- 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
- Prospect users use facial scrub more frequently, but this may not be suitable for their sensitive skin
  - Graph 15: changes in the usage of facial scrub in the last six months, by attitudes towards beauty and makeup remover usage, 2023
- The makeup removal message is unlikely to resonate with these consumers
  - Graph 16: usage of makeup products in the past three months, by attitudes towards beauty and makeup remover usage, 2023
- Makeup remover needs repositioning to target broader skin impurities

## Facial Cleanser – Thai Consumer – 2024

---

- 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**

- Facial cleanser users want greater variety and innovation in scents
- Demographic profile of Fragrance Enthusiasts
- Fragrance Enthusiasts view the facial cleansing step as a moment of relaxation
  - Graph 18: consumers who strongly agree with select attitude statement, 2023
- Fragrance Enthusiasts are willing to upgrade for features around wellness
  - Graph 19: facial cleanser product features willing to pay more for, by interest in fragrance features, 2023
- Bring wellness to facial cleansers with the power of aromatherapy scents
- Explore the use of neurocosmetics to enhance the mind-body connection
- 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
- Position facial cleansing step as a relaxing ritual, promoting both mental and skin wellness

### **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
- Demographic profile of Gentle Cleansing Seekers
- Gentle Cleansing Seekers want thorough cleansing but are wary of product harshness
  - Graph 21: consumers who strongly agree with select statements, by skin sensitivity and attitudes towards facial cleansers, 2023
- Gentle formula with skin-nourishing ingredients is prioritised
  - Graph 22: features considered as the most important factors when purchasing facial cleanser products, by skin sensitivity and attitudes towards facial cleansers, 2023
- The low uptake of dermacosmetic facial cleansers signals opportunity for non-derma brands
  - Graph 23: dermacosmetic skincare usage, by Gentle Cleansing Seekers, 2023
- Airy foam is strongly associated with gentleness and effective cleansing
- Innovate with fine molecule texture offering both deep cleansing and skin gentleness
- Consumers will pay extra for the post-wash sensation, viewing it as a sign of gentleness
  - Graph 24: facial cleanser product features willing to pay more for, by skin sensitivity and attitudes towards facial cleansers, 2023

## Facial Cleanser – Thai Consumer – 2024

---

- Develop formulation to promote comfort and satisfying after-wash sensation
- Promote cleansing toner as part of cleansing step
- Improve skin health and texture with barrier-enhancing ingredients for lasting benefits

### APPENDIX

- Report definition
- Other definitions
- Consumer research methodology
- TURF analysis
- Correspondence analysis
- Social data research methodology

# 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](https://store.mintel.com) | [store@mintel.com](mailto: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](http://www.mintel.com)

email: [store@mintel.com](mailto: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