

INGESTIBLE BEAUTY – THAI CONSUMER – 2024

Boost ingestible beauty by integrating health benefits, capitalise on post-aesthetic skin needs, and innovate around ingredients and formats.



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Ingestible Beauty - Thai Consumer - 2024

This report looks at the following areas:

- The trends impacting ingestible beauty in Thailand
- Types of beauty supplements consumed
- Interest in beauty claims in beauty supplements and purchasing factors
- Consumer attitudes towards facial skin issues and beauty supplements

Overview

Consumers' preference for beauty supplements is steadily rising, with Thai consumer usage increasing from 36%* in September 2021 to 39%* in September 2023. This trend, coupled with the increase in supplement launches offering beauty benefits in Thailand, underscores the innovation potential of the beauty supplement category.

To capitalise on this thriving market, brands can explore the connection between overall health and beauty as more consumers recognise the importance of good physical and mental health for overall wellness, including beauty. Additionally, consumers' openness to aesthetic procedures for appearance enhancement creates parallel opportunities in supplement products to address changes in skin needs and conditions post-procedure.

Moreover, novel beauty ingredients are gaining traction among consumers facing skin challenges, indicating opportunities to advance the category via formulations with new, effective ingredients.



Boost ingestible beauty by integrating health benefits, capitalise on post-aesthetic skin needs, and innovate around ingredients and formats.

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