

INGESTIBLE BEAUTY – THAI CONSUMER – 2024

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



Chayapat
Ratchatawipasanan,
Principal Analyst



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.

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

Report Content



EXECUTIVE SUMMARY

- Mintel's perspective

Key issues covered in this report

- Overview
- The outlook of ingestible beauty products in Thailand
- Growing beauty supplement launches and consumer preference for supplementation make it a prime focus for brands
 - Graph 1: share of supplement launches with beauty benefits*, by super category, 2019-24
- Boost penetration of beauty supplements in health-driven users
 - Graph 2: consumers who strongly agree with the following statements, by interest in health and beauty benefits, 2023
- Capture post-aesthetic procedure skin needs
 - Graph 3: beauty-related activities have you been doing in the past three months, by beauty supplement usage, 2023
- Access the premium market with advanced ingredients and innovative formats
 - Graph 4: change in consumption of supplements for beauty compared to six months ago, 2023

KEY TRENDS AND MARKET FACTORS

- What you need to know

Skin health and wellbeing are increasingly intertwined

- Consumer awareness of health's impact on skin paves way for ingestible beauty that prioritises inner wellness
 - Graph 5: consumers who strongly agree with the statement "a healthy diet is necessary to prevent skin issues", 2022-24
- The rapid growth of beauty supplement launches highlights its potential as a primary focus for brands
 - Graph 6: share of supplement launches with beauty benefits*, by super category, 2019-24
- Beauty supplements are addressing areas of health linked with skin health
 - Graph 7: top non-beauty functional claims in supplements with beauty benefits*, 2019-24
- Brands cater to holistic health and beauty through the fusion of ingredients that promote health and beauty
- Interest in holistic health presents an opportunity to expand the beauty supplement market

The rise of aesthetic procedures in Thailand

- More Thais are open to aesthetic procedures to improve their appearance
- Getting cosmetic procedures has become normalised in Thailand
- The focus of aesthetic treatments revolves around enhancing facial contour and addressing sagging skin
- Side effects of aesthetic treatment present an opportunity in beauty supplements

Beauty supplements are venturing into novel ingredients

- As vitamins and collagen are common in beauty supplements, brands can differentiate by exploring novel ingredients
 - Graph 8: top nutrients in supplements with beauty benefit, 2019-24
- Hyaluronic acid and ceramides hold potential to be the next top beauty ingredients in ingestible beauty
 - Graph 9: supplements with beauty benefits containing hyaluronic acid, ceramide and proteoglycan, 2019-24
- Hyaluronic acid and ceramides hold potential to be the next top beauty ingredients in ingestible beauty
- Japan and South Korea lead beauty supplement trends in the SEA market
 - Graph 10: top markets launching beauty supplements containing hyaluronic acid and ceramides, 2019-24
- Japan and South Korea area lead the usage of hyaluronic acid and ceramides

WHAT CONSUMERS WANT AND WHY

- What you need to know

Boost penetration of beauty supplements in health-driven users

- The limited penetration of beauty supplements is a focal point for brands to address
 - Graph 11: consumption of supplements and functional food and drink in the past six months, 2023
- Healthcare supplement users are intrigued by beauty benefits
 - Graph 12: types of product consumed in the past six months, among healthcare supplement users, 2023
- Demographic profile of Health and Beauty Enthusiasts
- Both health and beauty categories are their spending priority
 - Graph 13: top priority spending in the last three months by categories, by interest in health and beauty benefits, 2023
- Combine skin hydration with health-related claims to help brands reach a wider audience
- Health and Beauty Enthusiasts have a keen understanding of holistic skincare approaches
 - Graph 14: consumers who strongly agree with the following statements, by interest in health and beauty benefits, 2023
- Introduce formulations that deliver both beauty benefits and internal support for overall wellbeing
- Offer supplements for detox support that promote better complexion
- Link microbiome balance to skin health and hydration
- Promote healthy skin through sleep-support supplements
- Tap into the beauty sleep routine with a blend of relaxing and skin-nourishing ingredients

Seize upgrade opportunity with formulas tailored to post-aesthetic treatment

- Beauty supplement users are committed to improve their skin appearance
 - Graph 15: consumers who strongly agree with the following statements, by beauty supplement usage, 2023
- Beauty supplement users are discovering effective ways to enhance their appearance, including getting aesthetic treatments
 - Graph 16: beauty-related activities have you been doing in the past three months, by beauty supplement usage, 2023
- Awareness of facial procedures' side effects provides an opportunity for beauty supplements
- Beauty supplement users recognise the need to adjust their skincare routines after facial procedures

- Graph 17: consumers who strongly agree with the following statement, by beauty supplement usage, 2023
- Provide immediate post-treatment supplements to alleviate redness and swelling
- Promote skin healing through the gut-skin axis
- Boosting collagen production is vital for optimal procedure results, signalling an upgrade opportunity
- Graph 18: change in consumption of supplements for beauty purposes compared to six months ago, among beauty supplement users, 2023
- Optimise treatment results with collagen-boosting formula
- Introduce a pre-programmed vitamin plan tailored to post-procedure needs

Access the premium market with advanced ingredients and innovative formats

- Newer beauty ingredients are beginning to gain traction in ingestible beauty
- Graph 19: change in consumption of supplements for beauty compared to six months ago, 2023
- Demographic profile of Beauty Ingredient Connoisseurs
- Facing skin issues prompts Beauty Ingredient Connoisseurs to seek out effective ingredients
- Graph 20: sensitivity of facial skin by beauty supplement ingredient consumption, 2023
- Using too many products is thought to cause skin issues; so simple skincare routines are sought after
- Graph 21: consumers who strongly agree with the following statement, by beauty supplement ingredient consumption, 2023
- Despite cutting down on skincare items, skin complexion is still the top aspiration
- Graph 22: top claims in beauty supplement products that Beauty Ingredient Connoisseurs would be interested in, 2023
- Offer supplements with advanced ingredients as effective solutions for better complexion
- Build trust by communicating the skin-enhancing mechanism of the ingredients
- Explore novel ingredients with promising potential to support skin health
- Beauty Ingredient Connoisseurs have higher adoption of novel supplement formats
- Graph 23: formats of beauty supplement products consumed during the last six months, by beauty supplement ingredient consumption, 2023
- Leverage format innovation and delivery system to boost innovative appeal
- Build traction and improve efficacy through latest format innovation

APPENDIX

- Report definition
- Glossary
- Generations
- Consumer research methodology
- Social data research methodology
- TURF analysis

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