

MEN'S BEAUTY – THAI CONSUMER – 2023

Address the skincare innovation gap with men-tailored products promoting preventive ageing. Seize opportunities in anti-ageing haircare and holistic acne solutions.



Chayapat
Ratchatawipasanan,
Principal Analyst



Men's Beauty – Thai Consumer – 2023

This report looks at the following areas:

- The trends impacting the male grooming category in Thailand
- Skin and appearance issues experienced by male consumers
- Usage behaviours of beauty and personal care products among male consumers
- Attitude towards and barriers to using beauty products

Overview

Thai men are increasingly focusing on their appearance, with **one third** of them* dedicating more time to their facial skincare routines. However, the male skincare category has been slow to innovate, with large focus remaining on mattifying, moisturising and whitening benefits. This gap in innovation presents an opportunity to meet the growing demand for preventive-ageing skincare products sought out by younger consumers, such as Gen Zs and Millennials.

Meanwhile, as Gen Xers enter middle age, they bring unique expectations to the table. Unlike previous generations, Gen X consumers have acknowledged the significance of self-care for their skin. However, the signs of ageing hair remain inevitable, despite their grooming efforts. This situation opens up opportunities for the haircare and styling category to cater to the needs of ageing hair, enabling Gen Xers to feel confident.

For younger men, Gen Z for instance, acne is a significant concern that can affect their confidence. However, due to a lack of skincare knowledge and a disproportionate focus on developing and promoting facial cleansers by major players, the adoption of other essential



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skincare products remains limited among Gen Z. This highlights the need for brands to take action by promoting comprehensive skincare regimens for holistic, long-term acne care, while also offering short-term solutions to help these consumers manage acne-related problems.

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Report Content

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- Mintel's perspective

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- Gen Z's skincare adoption is limited by a knowledge gap
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