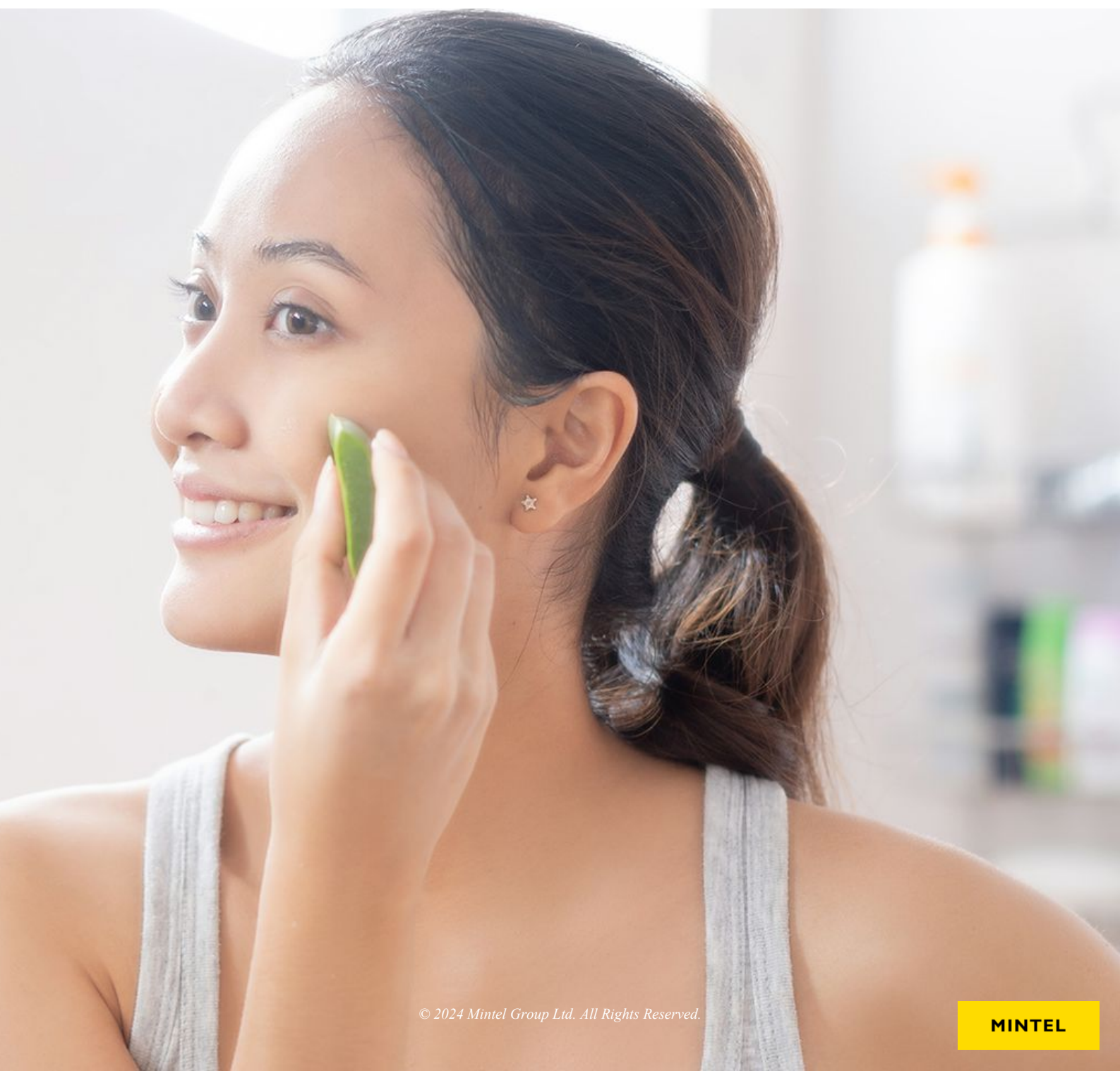


NATURAL AND ORGANIC SKINCARE – THAI CONSUMER – 2021

Align with Thai consumers' clean beauty values by tapping into the eco-ethical claim and incorporating science for better efficacy.



A Mintel Analyst, Global Analyst



Report Content

EXECUTIVE SUMMARY

- What you need to know
- Mintel's perspective

Market context

- The impact of COVID-19 on natural and organic skincare
- Social movement-led consumption

What consumers want and why

- Consumers want: clean beauty
 - Graph 1: association with natural and organic skincare, January 2021
- Consumers want: gentle, yet effective, skincare
 - Graph 2: agreement and disagreement with the effectiveness of natural and/or organic skincare products in solving skin issues, January 2021
- Consumers want: eco-ethical beauty
 - Graph 3: "It is worth spending more money on skincare products that are natural and organic"

Opportunities

- The future of Thai clean beauty
- Amp up the science in clean beauty for Gen Z
- Clean beauty with premium proposition for Millennial lifestyles

Competitive landscape

- New players are changing the face of natural and organic

Mintel predicts

- The outlook for natural and organic skincare industry
- The marketing mix
- Rebuild the category to stay relevant with consumers

KEY TRENDS

- What you need to know
- Launches in eco-sustainable skincare continue to rise
 - Graph 4: launches in natural skincare with ethical claims, May 2016-Apr 2021
- The clean lifestyle is a total wellness agenda
- Cruelty-free viral campaign sparks conversation for no-animal-testing products

Natural and Organic Skincare – Thai Consumer – 2021

- Education spark conversations around ethical beauty
- Sustainability is starting to become integrated in Thais' daily life
- Emotional values are playing a part in choosing natural/organic skincare
- Younger generations are the activist generation
- Beauty retailers are curating clean offerings

KEY DRIVERS

- The pandemic heightens concern around wellness
- Animal ethics is a value close to Thais' heart
- Food trends continue to lead clean beauty direction
- Modern image helps natural and organic products appeal to young consumers
- Minimal design with a pop of colour speaks youthful aesthetics
- Natural ingredients becomes trending acne remedies for Gen Z

GLOBAL TRENDS AND HOW THEY ARE PLAYING OUT IN THAILAND

- Naturally, safer
- Value-led consumption towards external environment
- Food trends fuel the clean beauty movement

CONSUMER INSIGHT

- What you need to know

The clean beauty landscape

- Thailand is moving up the clean beauty scale
- "Ethical" and "sustainable" are becoming characters of natural and organic products in Thailand
 - Graph 5: association with natural and organic beauty products, January 2021
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 - Graph 6: attitudes towards whether both natural and organic products are becoming more appealing, by age group, January 2021
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 - Graph 7: consumers who researched the environmental impact of a product before buying by age groups, March 2021
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Natural and Organic Skincare – Thai Consumer – 2021

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- Consumer insights in summary

MARKET APPLICATIONS

- Opportunities: key focus area

Future projection of Thai clean beauty movement

- Redefine natural and organic into clean beauty
- The future of Thai clean beauty
- Start with eco-friendly packaging
- Show that brands care about animal welfare

Amp up the science in clean beauty for Gen Z

- Western brands are offering the new segment of natural and organic beauty offerings
- Boost clean beauty efficacy with actives
- Create first impressions through clean acne remedies
- Highlight natural active ingredients

Premium clean beauty offering

- Clean beauty with premium proposition for the Millennial lifestyle
- Tell the story behind the brand
- Take wellness under the wing of premium clean beauty
- Expand premium clean offerings to other adjacent categories

Who's innovating

- Brisuthi - premium niche organic skincare
- ASKINS - Honest SPF
- Regionally sourced ingredients

Global innovations

- Skincare brand for change
- Market applications in summary

BOARDROOM CHECKLIST

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