

PREVENTIVE BEAUTY – THAI CONSUMER – 2022

Preventive care is re-emerging post-pandemic. Consumers are looking to take preventive measures to acne and ageing.



A Mintel Analyst, Global Analyst



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This report looks at the following areas:

- Key trends impacting the facial care category in Thailand, specifically in preventive skincare
- Consumers' facial skin issues and concerns
- Consumers' attitudes and interests when it comes to preventive measures
- Opportunities and applications to drive preventive facial skincare



Preventive care is re-emerging post-pandemic. Consumers are looking to take preventive measures to acne and ageing.

Overview

Consumers have different facial care needs according to their age groups. Brands will need to be specific and explicit in order to address specific cohorts. For instance, further specification between Younger and Older Millennials will be necessary as their skin needs vary.

During the pandemic, consumers had been focusing on solving skin issues, especially those caused by wearing masks. However, as the situation returns to normal, consumers are looking to protect their skin from more skin problems. This has resulted in the re-emergence of prevention care.

However, the biggest threat to preventive care is consumers' understanding and attitudes as prevention is currently not a priority for many. Brands will have to entice consumers by educating them on the importance of preventing skin issues instead of focusing mainly on solutions.

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For preventive care, claims such as acne and anti-ageing will be at the forefront of opportunities. Include new ingredients, additional skincare steps and the use of technology to appeal to consumers.

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Report Content

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- Mintel's perspective

Key issues covered in this Report

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- Gen Z's unique needs are mostly in refined pores, oil controlling and redness reducing
- Gen Z's unique needs are mostly refining pores, controlling oil and reducing redness
 - Graph 2: top seven skincare benefit interests, 2022
- Younger and Older Millennials' needs should be addressed differently
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Mintel predicts

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- The marketing mix
- Quick download resources

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 - Graph 6: skincare claims in skincare launches, 2017-22
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- Who are Millennials?
- Millennials are inspired by people of great career and appearance
- Who are Gen Z and what has shaped them?
- Thailand's rapid ageing requires a relook at Gen X consumers

GLOBAL TRENDS AND HOW THEY ARE PLAYING OUT IN THAILAND

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- Use fun to engage Gen Z consumers in preventive care
- Combat Gen Z's oily skin and sebum with goat milk
- Offer probiotic skincare as a solution to acne
- Provide a gentle alternative to strong chemical exfoliants
- Recent improvements in sebum-regulating products
- Highlight the importance of maintaining a healthy skin microbiome

Opportunities for Millennials

- Age is more than just a number, but that number is a key part of communication
- Stand out by focusing on advanced technology and clinical studies
- Explicitly call out the technology's mechanism of action
- Prevent skin issues from the root cause

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- Offer skincare products inspired by medical procedures for Younger Millennials
- Tackle both anti-ageing and sensitive skin for Younger Millennials

Opportunities for Gen X

- Vocalise pro-ageing
- Promote hydration boosting as the key to looking younger
- Introduce the toner step to help tackle Gen X consumers' texture and skintone issues
- Innovate suncare with anti-ageing benefits

APPENDIX

- Consumer research methodology
- Abbreviations

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