

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



Preventive Beauty - Thai Consumer - 2022

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.

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



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.

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

store.mintel.com | store@intel.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
- Preventive claims are recovering from the pandemic
 - Graph 1: top 10 launches in skincare by functional claims, 2017-22
- 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
 - Graph 3: Millennials' skin concerns and skin issues, 2022
- Gen Xs look to protect their skin from further ageing and discolouration
 - Graph 4: claims of interest, 2022

Mintel predicts

- The outlook for facial care in Thailand
- The marketing mix
- Quick download resources

KEY TRENDS

- What you need to know
- Functional preventive claims are recovering from the pandemic
 - Graph 5: top 10 launches in skincare by functional claims, 2017-22
- Tap into rising anti-ageing skincare
 - Graph 6: skincare claims in skincare launches, 2017-22
- Skincare claims are going beyond basic UV protection

Thai generations

- Generations define beauty attitudes and behaviours
- 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

- Consumers keep getting more educated regarding sunscreen
- Skin protection needs intensify as the list of aggressors grows

CONSUMER INSIGHT

- What you need to know
- Cleansers and suncare are the key categories in skin protection
 - Graph 7: skincare products that consumers use to prevent skin issues, 2022
- Skintone is the key element that consumers want to protect
 - Graph 8: claims of interest, 2022
- Professional advice and real customers are credible sources of information
 - Graph 9: sources of influence that make product claims credible, 2022

GEN Z

- Gen Z consumers are not happy with their appearance and plan to spend more time on grooming
 - Graph 10: Gen Z's satisfaction with appearance, 2022
- Gen Z face issues like oily skin, acne, large pores and skin irritation
 - Graph 11: skin issues, 2022
- Gen Z's unique needs are mostly in pore refining, oil controlling and redness reducing
 - Graph 12: skincare benefit interest, 2022
- Gen Z is less convinced by preventive skincare
 - Graph 13: agreement with 'Preventing skin issues should be prioritised over treating skin issues', 2022
- Budgeting is one of the barriers to Gen Z adopting preventive skincare
 - Graph 14: agreement with 'It is worth investing in products preventing skin issues rather than products solving skin issues', 2022
 - Graph 15: agreement with 'It is a waste of money to spend on preventing skin issues that may not happen at all', 2022
- They find it difficult to navigate skincare products
 - Graph 16: agreement with 'It is hard to understand which skincare products I need to prevent skin issues', 2022
- Young consumers do not want to spend time on skincare regimes
 - Graph 17: agreement with 'Adding preventive skincare is time consuming', 2022

MILLENNIALS

- Millennials are informed consumers who keep up with skincare news
 - Graph 18: consumers who keep up with facial skincare information, 2022
- Millennials are users of dermacosmetics

Preventive Beauty – Thai Consumer – 2022

- Graph 19: dermacosmetics skincare product usage, 2022
- Younger and Older Millennials have slight differences in their skin concerns
 - Graph 20: Millennials' skin concerns and skin issues, Younger vs Older, 2022
- Younger Millennials still need to tackle hormonal skin issues while Older Millennials look to prevent ageing
 - Graph 21: skincare benefit interests, 2022
- Younger Millennials are avid information seekers when it comes to skincare
 - Graph 22: skincare behaviours, 2022
- Younger Millennials are motivated to use skincare to prevent intrusive beauty procedures in the future
 - Graph 23: agreement with 'It is possible to avoid clinical solutions by including preventive skincare in beauty routines', 2022

GEN X

- Gen X is concerned with skintone and texture changes due to ageing
 - Graph 24: skin concerns, 2022
- Interest in brightening and anti-ageing benefits
 - Graph 25: skin benefit interest, 2022
- Gen X looks to protect their skin from further ageing and discolouration
 - Graph 26: claims of interest, 2022
- Gen X seeks products that can deeply penetrate their skin to prevent issues at the root cause
 - Graph 27: agreement that 'Penetrates into deeper skin layer' is most effective, 2022
- Gen X is open to extended skincare regimes

MARKET APPLICATIONS

- Opportunities: key focus areas

Opportunities for Gen Z

- 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

Preventive Beauty – Thai Consumer – 2022

- 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

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