Market Trends in the Thai Cosmetic Market Local and Export

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Local Thai Cosmetic Market

• The cosmetics market in Thailand is highly competitive.
• The structure of the market is comprised of four sectors:
  – hair care
  – make-up
  – skin care
  – perfume
• US lead the share of import market with 22 %
• France dominate import market for
  Perfume products with 52 % share
Local Thai Cosmetic Market (cont.)

• Channels of distribution
  – direct sales
  – counter sales at department stores
  – hanging sales at specialty stores

• The importation and marketing of cosmetic products is controlled by the Food and Drug Administration Office of the Ministry of Public Health.
Exporting Value

- 2,504.27 Million US$
- Growth 16.13% per annum
Top 10 Export Market %

1. Japan, 21%
2. Indonesia, 9%
3. Malaysia, 8%
4. Philippines, 8%
5. Australia, 6%
6. China, 4%
7. Burma, 4%
8. England, 4%
9. Vietnam, 4%
10. Cambodia, 5%

Others, 26%
Growth rate in top 5 countries
New Market with High Growth Rate

Growth rate (%)

USA: 38.22
Belgium: 48.4
Jordan: 168.82
Saudi Arabia: 165.14
South Africa: 430.02
Kana: 271.28
Export product %

Hair Care, 36
Personal Care, 21
Make up, 17
Soap, 9
Oral care, 9
Toiletry and Deodorant, 8
Perfume, 0.3
Market Trend

• Increased consumption of anti-aging, whitening and other customized skin care.
• Increasing use of herbal ingredients as a selling point
• The emergence and ever increasing popularity of spa treatments
Fast Growing Sectors

• Natural and Organic
• Sustainable
• New complexation analysis instrument
• CSR
Fast Growing Raw Materials

• Herbal Products
• Natural Preservatives
• Silicone Substitute Ingredients
• Certified products e.g. Ecocert, Nature