



# Beauty and Personal Care in Laos

May 2025

Table of Contents

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail developments  
What next for beauty and personal care ?  
Chart 1 - Beauty and Personal Care: Beauty Specialist

MARKET DATA

Table 1 - Sales of Beauty and Personal Care by Category: Value 2019-2024  
Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024  
Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024  
Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024  
Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024  
Table 6 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024  
Table 7 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024  
Table 8 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024  
Table 9 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024  
Table 10 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029  
Table 11 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

BABY AND CHILD-SPECIFIC PRODUCTS

Key Data Findings  
2024 Developments  
Baby and child-specific products benefits from growing demand for specialised products  
Osootsa Co Ltd maintains its outright lead thanks to the strength of its Babi Mild brand while Lion Corp experiences the strongest growth  
Despite strong growth of modern grocery retailers, small local grocers remains the leading channel for baby and child-specific products  
Prospects and Opportunities  
Sales of baby and child-specific products on the rise thanks to the growing trend towards natural and organic products  
Ongoing price sensitivity among some consumer groups creates a strong focus on affordable mid-range products  
Innovations in baby and child-specific skin care focus on easing irritation, while multi-purpose products gain traction in baby and child-specific toiletries  
Category Data  
Table 12 - Sales of Baby and Child-specific Products by Category: Value 2019-2024  
Table 13 - Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024  
Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2020-2024  
Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2021-2024  
Table 16 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024  
Table 17 - Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029  
Table 18 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029

BATH AND SHOWER

Key Data Findings  
2024 Developments  
Bath and shower remains mainly populated by brands that provide affordability  
Unilever maintains its lead in bath and shower thanks to the longstanding presence of its Lux and Dove brands  
Small local grocers remains the leading channel for bath and shower, while supermarkets continues to gain momentum  
Prospects and Opportunities  
Steady forecast period sales of bath and shower due to the ongoing preference for bar soap and growing popularity of body wash/shower gel  
Growing popularity of multifunctional products with increasingly sophisticated benefits drives sales

Growing interest in refillable packaging, multifunctional products and an increase in digital marketing promote sales over the forecast period

Category Data

Table 19 - Sales of Bath and Shower by Category: Value 2019-2024

Table 20 - Sales of Bath and Shower by Category: % Value Growth 2019-2024

Table 21 - NBO Company Shares of Bath and Shower: % Value 2020-2024

Table 22 - LBN Brand Shares of Bath and Shower: % Value 2021-2024

Table 23 - Forecast Sales of Bath and Shower by Category: Value 2024-2029

Table 24 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029

DEODORANTS

Key Data Findings

2024 Developments

Deodorants sales benefit from the tropical climate, increased awareness of the importance of hygiene and growing demand for more sophisticated deodorants

Unilever retains the lead in deodorants and is particularly dynamic thanks to its focus on safe, effective and long lasting protection

Deodorants enjoys wide availability across channels in Laos with small local grocers remaining the most important

Prospects and Opportunities

Growing popularity of deodorants in line with rising awareness of the importance of hygiene and increasing offer of more premium products

Growing importance of sachet packaging as consumers seek to make savings alongside convenience

Marketing and advertising continues to be heavily influence by Thai media

Category Data

Table 25 - Sales of Deodorants by Category: Value 2019-2024

Table 26 - Sales of Deodorants by Category: % Value Growth 2019-2024

Table 27 - NBO Company Shares of Deodorants: % Value 2020-2024

Table 28 - LBN Brand Shares of Deodorants: % Value 2021-2024

Table 29 - Forecast Sales of Deodorants by Category: Value 2024-2029

Table 30 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029

HAIR CARE

Key Data Findings

2024 Developments

Growth of hair care thanks to the ongoing popularity of shampoo for regular use while growing consumer sophistication boosts emerging categories

Procter & Gamble retains the lead thanks to the global renown of its brands and their appeal to price-sensitive consumers

Small local grocers retains the lead in the distribution of hair care, followed by supermarkets and beauty specialists

Prospects and Opportunities

Hair care sales grow as shampoo is considered a necessity while growing increasing consumer sophistication boosts the popularity of some premium products

Increasing consumer sophistication leads to the growing popularity of hair care products

Innovations in premium hair care focus on ingredients, multifunctionality and personalisation

Category Data

Table 31 - Sales of Hair Care by Category: Value 2019-2024

Table 32 - Sales of Hair Care by Category: % Value Growth 2019-2024

Table 33 - NBO Company Shares of Hair Care: % Value 2020-2024

Table 34 - LBN Brand Shares of Hair Care: % Value 2021-2024

Table 35 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024

Table 36 - Forecast Sales of Hair Care by Category: Value 2024-2029

Table 37 - Forecast Sales of Hair Care by Category: % Value Growth 2024-2029

DEPILATORIES

Key Data Findings

2024 Developments

Growing sales of depilatories as consumers embrace their convenience and affordability

Reckitt Benckiser retains its outright lead thanks to its trusted reputation, while Procter & Gamble benefits from its focus on skin sensitivity

Small local grocers retains the outright lead in depilatories followed by supermarkets

Prospects and Opportunities

Growing interest in personal appearance and demand for convenience and cost-effective products drive sales of depilatories over the forecast period

Consumers increasingly embrace natural and organic products

Depilatories benefits from the increasing importance of retail e-commerce over the forecast period

Category Data

Table 38 - Sales of Depilatories by Category: Value 2019-2024

Table 39 - Sales of Depilatories by Category: % Value Growth 2019-2024

Table 40 - NBO Company Shares of Depilatories: % Value 2020-2024

Table 41 - LBN Brand Shares of Depilatories: % Value 2021-2024

Table 42 - Forecast Sales of Depilatories by Category: Value 2024-2029

Table 43 - Forecast Sales of Depilatories by Category: % Value Growth 2024-2029

## ORAL CARE

Key Data Findings

2024 Developments

Sales of oral care on the rise as consumers become increasingly aware of the importance of good oral hygiene and aspire to have whiter teeth

Colgate-Palmolive retains its lead thanks to the renown of its brand and longterm presence in the country

Oral care benefits from wide distribution via small local grocers and supermarkets

Prospects and Opportunities

Steady forecast period growth for oral care thanks to growing consumer awareness and wider accessibility to brands

The expansion of modern grocery retailers in the country, especially supermarkets, boosts retail e-commerce as these players increasingly develop retail e-commerce platforms

New launches characterise oral care over the forecast period driving product diversity

Category Data

Table 44 - Sales of Oral Care by Category: Value 2019-2024

Table 45 - Sales of Oral Care by Category: % Value Growth 2019-2024

Table 46 - NBO Company Shares of Oral Care: % Value 2020-2024

Table 47 - LBN Brand Shares of Oral Care: % Value 2021-2024

Table 48 - Forecast Sales of Oral Care by Category: Value 2024-2029

Table 49 - Forecast Sales of Oral Care by Category: % Value Growth 2024-2029

## MEN'S GROOMING

Key Data Findings

2024 Developments

Men's grooming grows in popularity as interest in this category extends beyond men's shaving

Procter & Gamble retains the outright lead with its Gillette brand

Small local grocers retains the outright lead in men's grooming followed by supermarkets, health and beauty specialists and direct selling

Prospects and Opportunities

Growing trend in men's grooming products due to consumer trends and improving disposable incomes

Men increasingly value products with natural ingredients and organic formulations

Growing product availability and advertising boost consumer knowledge of and access to men's grooming products, especially online

Category Data

Table 50 - Sales of Men's Grooming by Category: Value 2019-2024

Table 51 - Sales of Men's Grooming by Category: % Value Growth 2019-2024

Table 52 - NBO Company Shares of Men's Grooming: % Value 2020-2024

Table 53 - LBN Brand Shares of Men's Grooming: % Value 2021-2024

Table 54 - Forecast Sales of Men's Grooming by Category: Value 2024-2029

Table 55 - Forecast Sales of Men's Grooming by Category: % Value Growth 2024-2029

## COLOUR COSMETICS

Key Data Findings

2024 Developments

Sales of colour cosmetics benefit from Thai and Korean beauty trends while lip products and facial make-up are the most popular categories  
Mistine retains the lead but faces intensifying competition  
Colour cosmetics benefits from widespread distribution led by small local grocers and supermarkets  
Prospects and Opportunities  
Drive for affordable and multifunctional products and natural looking colour cosmetics drives the forecast period performance  
Colour cosmetics is influenced by global and Thai trends including the minimalistic make-up look  
Innovation focuses on personalisation, hybrid and multiuse as well as lightweight formulas

#### Category Data

Table 56 - Sales of Colour Cosmetics by Category: Value 2019-2024

Table 57 - Sales of Colour Cosmetics by Category: % Value Growth 2019-2024

Table 58 - NBO Company Shares of Colour Cosmetics: % Value 2020-2024

Table 59 - LBN Brand Shares of Colour Cosmetics: % Value 2021-2024

Table 60 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024

Table 61 - Forecast Sales of Colour Cosmetics by Category: Value 2024-2029

Table 62 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029

## FRAGRANCES

#### Key Data Findings

#### 2024 Developments

Growing popularity of fragrances boosted by decants and smaller packaging

Unilever maintains its strong lead thanks to the popularity of its Axe brand

Fragrances are distributed among a variety of channels the most important of which are department stores, small local grocers and beauty specialists

#### Prospects and Opportunities

Forecast period sales influenced by growth in retail e-commerce and smaller packaging

Growing demand for luxury fragrances among young generations as these products convey status and epitomise personal style

Affordable pricing strategies remain important to a price-sensitive consumer base

#### Category Data

Table 63 - Sales of Fragrances by Category: Value 2019-2024

Table 64 - Sales of Fragrances by Category: % Value Growth 2019-2024

Table 65 - NBO Company Shares of Fragrances: % Value 2020-2024

Table 66 - LBN Brand Shares of Fragrances: % Value 2021-2024

Table 67 - LBN Brand Shares of Premium Fragrances: % Value 2021-2024

Table 68 - Forecast Sales of Fragrances by Category: Value 2024-2029

Table 69 - Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

## SKIN CARE

#### Key Data Findings

#### 2024 Developments

Sales grow in 2024 as industry players respond to growing consumer demand for more sophisticated products

Unilever retains the lead in skin care, present with its Pond's and Vaseline brands

Small local grocers, beauty specialists and department stores are the leading channels for skin care

#### Prospects and Opportunities

Skin care sales rise over the forecast period as demand grows for functional, science-based skin care

Growing influence of Thai, Korean and Japanese brands thanks to the further development of retail e-commerce

Ongoing drive towards multifunctionality in skin care products and broader marketing and distribution benefit sales over the forecast period

#### Category Data

Table 70 - Sales of Skin Care by Category: Value 2019-2024

Table 71 - Sales of Skin Care by Category: % Value Growth 2019-2024

Table 72 - NBO Company Shares of Skin Care: % Value 2020-2024

Table 73 - LBN Brand Shares of Skin Care: % Value 2021-2024

Table 74 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024

Table 75 - Forecast Sales of Skin Care by Category: Value 2024-2029

Table 76 - Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

SUN CARE

Key Data Findings

2024 Developments

Sales of sun care rise in 2024 as consumers become more aware of the dangers of exposure to the sun

Beiersdorf maintains its lead in sun care thanks to the strength of its Nivea brand

Sun care remains mainly distributed by supermarkets and health and beauty specialists

Prospects and Opportunities

Growth for sun care sales over the forecast period as consumers increasingly demand affordable and effective products

Growing trend of “skinification” increasingly seen in sun care over the forecast period, creating demand for more sophisticated products with multifunctionality

Natural ingredients, clean and natural formulations as well as sun care kits grow in popularity over the forecast period

Category Data

Table 77 - Sales of Sun Care by Category: Value 2019-2024

Table 78 - Sales of Sun Care by Category: % Value Growth 2019-2024

Table 79 - NBO Company Shares of Sun Care: % Value 2020-2024

Table 80 - LBN Brand Shares of Sun Care: % Value 2021-2024

Table 81 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024

Table 82 - Forecast Sales of Sun Care by Category: Value 2024-2029

Table 83 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/beauty-and-personal-care-in-laos/report](http://www.euromonitor.com/beauty-and-personal-care-in-laos/report).