



# Premium Beauty and Personal Care in the Philippines

April 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Continued growth for premium beauty and personal care as consumers follow the influence of celebrities  
Dermocosmetics and ingredient-led beauty drive interest in premium products  
Competitive landscape remains highly fragmented with e-commerce becoming increasingly important

### PROSPECTS AND OPPORTUNITIES

Growing thirst for luxury products, with social media influencers playing a key role  
Retail e-commerce set to thrive thanks to competitive pricing and expanding product offer  
Consumers will pay more for better results due to growing focus on skin health

### CATEGORY DATA

Table 1 - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023  
Table 2 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023  
Table 4 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023  
Table 5 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028  
Table 6 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

## Beauty and Personal Care in the Philippines - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for beauty and personal care?

### MARKET DATA

Table 7 - Sales of Beauty and Personal Care by Category: Value 2018-2023  
Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023  
Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023  
Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023  
Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023  
Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028  
Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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