Hair Care in the Philippines

April 2024

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Hair Care in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Salon professional products help add value to a mature category

Return to busy, social lifestyles boost demand for colourants, while conditioners and treatments see stagnant performance, despite new entrants

Multinationals maintain dominance, but local brands attract considerable interest, with social media playing an important role

PROSPECTS AND OPPORTUNITIES

Premiumisation could help deliver value growth as hair care suffers from maturity

Toning shampoos and styling agents have room to grow thanks to new and developing trends

Scalp serums with a medical positioning will gain significant traction among consumers

CATEGORY DATA

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

DISCLAIMER

SOURCES

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