

# **Colour Cosmetics in Thailand**

April 2024

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# Colour Cosmetics in Thailand - Category analysis

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### 2023 DEVELOPMENTS

Continued progress for colour cosmetics driven by lifted restrictions Offline shopping is back but brands are fighting it out online Local brands build overseas reputation to boost domestic respect

## PROSPECTS AND OPPORTUNITIES

Demand for multifunctionality will drive future innovation Rise in gender-neutral marketing reflects importance of social values for Thai consumers Sustainability will expand within colour cosmetics as consciousness rises, while e-commerce continues to grow

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