



# Premium Beauty and Personal Care in Thailand

April 2024

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## Premium Beauty and Personal Care in Thailand - Category analysis

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Sophisticated consumers support rising demand for premium products

Premium brands expand beyond department stores into beauty specialist retailers, widening accessibility

Celebrity endorsement as key strategy for premium brands

#### PROSPECTS AND OPPORTUNITIES

Premium skin care and colour cosmetics set to see accelerated advancements

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Dermatological and dermocosmetic brands will keep on rising, while sustainability gains further ground

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