



# Mass Beauty and Personal Care in the Philippines

April 2024

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## Mass Beauty and Personal Care in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Healthy growth in 2023, with mass colour cosmetics, fragrances and deodorants benefiting from return of busy, pre-pandemic lifestyles

Multinationals lead sales but local brands make strides

Skin lightening products and dermocosmetics retain a strong presence

#### PROSPECTS AND OPPORTUNITIES

Filipinos will become more open to trying new products, alongside rising levels of purchasing power, with local brands expected to gain traction

Mass sun care has further potential as consumers become more aware of the dangers of sun exposure, while high number of denture wearers offers scope for gargles/mouth rinses

Men's grooming will offer new opportunities for brands to expand their presence in the market

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