



Euromonitor
International

Beauty and Personal Care in the Philippines

May 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Multifunctional Products Drive Premiumisation Amid Evolving Consumer Behaviour

Colour Cosmetics Leads Growth Driven by Gen Z and Digital Strategies

Chart 2 - Maybelline Grows via Tiktok

Lifestyle Trend Drives Demand for Beauty and Personal Care

Chart 3 - Axe's Fine Fragrance Collection Offers Lifestyle-Driven Grooming

Dove Serum Caters to Hot Weather and Sensitive Skin

Chart 4 - Dove Serum Shower Collection Elevates Cleansing

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Digital-First Platforms Set to Empower Filipino Consumers and Drive Category Growth

Skin Care Set to Maintain Lead in Sales While Colour Cosmetics Accelerates

Chart 8 - Analyst Insight for Beauty and Personal Care

Consumer Demand for Multifunctional, Climate-Friendly Products to Shape Innovation

Preventative Health and Everyday Wellbeing to Continue Driving Premiumisation

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Maintains Leading Position with Well-Established Brands

Digital-First Strategies Drive Brand Growth and Differentiation

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Retail Offline Dominates Distribution as Consumers Shift Towards Hybrid Shopping Models

Retail E-Commerce Accelerates Growth Driven by Digital Engagement and Live Selling

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Beauty and Personal Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Beauty and Personal Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Baby and Child-Specific Products in the Philippines

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Baby and Child-Specific Products

INDUSTRY PERFORMANCE

Baby and Child-Specific Products Grow Steadily through Clean Reimagined

Baby and Child-Specific Sun Care Grows Driven by Sustainability

Chart 22 - White Dove Introduces Biodegradable Baby Wipes

Brands Embracing Transparency Shape Purchasing Decisions with Targeted Marketing

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Filipino Parents Set to Become More Selective and Quality-Focused

Chart 26 - Analyst Insight for Baby and Child-Specific Products

Baby and Child-Specific Toiletries Set to Grow Steadily through Eco-Consciousness

Retail Specialists Expected to Provide Convenience for Parents

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Johnson & Johnson Solidifies Leadership through Trusted Formulas

Local Brands Experience Mixed Performance

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Retail Offline Remains Dominant Amid Rising Digital Alternatives

Retail E-Commerce Demonstrates Fastest Growth with Convenience and Essential Products

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Baby and Child-Specific Products

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Baby and Child-Specific Products

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Bath and Shower in the Philippines

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

KEY INDUSTRY TRENDS

Chart 39 - Key Industry Trends for Bath and Shower

INDUSTRY PERFORMANCE

Growing Hygiene Awareness and Lifestyle Needs Drive Demand

Bar Soap Dominates Both Retail Value and Volume Sales through Clean Reimagined

Chart 40 - Kojie.San Introduces Active Ingredients

Longevity Drives Science-Backed Skin Solutions

Chart 41 - Dove Launches Serum Shower

Skin-Friendly Innovations Leads Lifestyle-Driven Beauty

Chart 42 - Value Sales 2020-2030

Chart 43 - Volume Sales 2020-2030

Chart 44 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers' Hygiene Focus and Climate Set to Sustain Steady Growth

Economic Pressures Expected to Shape Value-Seeking Behaviour

Chart 45 - Analyst Insight for Bath and Shower

Bar Soap Predicted to Continue Leading Sales

Skin Health Awareness Set to Drive Product Choices

Chart 46 - Forecast Value Sales 2020-2030

Chart 47 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Expand Reach and Innovate to Sustain Dominance

Gentle Cleansing and Cost-Effectiveness Drive Brand Growth

Chart 48 - Company Shares 2025

Chart 49 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Dominance in Bath and Shower

Health and Beauty Specialists Gain Share through Curated Selections

Retail E-Commerce Expands, Driven by Young Consumers

Chart 50 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 51 - Economic Context for Bath and Shower

Chart 52 - Real Gdp Growth 2020-2030

Chart 53 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 54 - Consumer Context for Bath and Shower

Chart 55 - Population 2020-2030

Chart 56 - Consumer Expenditure 2020-2030

Chart 57 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in the Philippines](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

KEY INDUSTRY TRENDS

Chart 58 - Key Industry Trends for Colour Cosmetics

INDUSTRY PERFORMANCE

Digital Engagement Drives Value Growth and Brand Leadership

Chart 59 - Maybelline Launches Products on Tiktok

Lip Products Lead Colour Cosmetics Sales with Long-Wear, Skin-Friendly Products

Chart 60 - Blk'S Power Lock Lipstick Offers Long-Wear

Clean Reimagined Drives Colour Cosmetics Innovation

Chart 61 - Ever Bilena Launches Spf-Infused Makeup

Chart 62 - Value Sales 2020-2030

Chart 63 - Volume Sales 2020-2030

Chart 64 - Value Sales by Category 2025

WHAT'S NEXT?

Consumer Demand for Skincare Benefits in Colour Cosmetics Set to Rise

Economic Pressure Set to Drive Demand for Versatile, Long-Wear Cosmetic Products

Facial Make-Up Set to Maintain Lead with Skin-Friendly Multifunctional Offerings

Chart 65 - Analyst Insight for Colour Cosmetics

Digital Commerce and Social Media to Reshape Product Launches and Consumer Engagement Strategies

Chart 66 - Forecast Value Sales 2020-2030

Chart 67 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Maintains Lead Amid Competition From Local Brands

Affordability and Engagement on Online Platforms Drive Local Brand Growth

Chart 68 - Company Shares 2025

Chart 69 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Maintain Lead through Custom Offline Experiences

Retail E-Commerce Surges with Social Commerce Driving Rapid Growth

Chart 70 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 71 - Economic Context for Colour Cosmetics

Chart 72 - Real Gdp Growth 2020-2030

Chart 73 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 74 - Consumer Context for Colour Cosmetics

Chart 75 - Population 2020-2030

Chart 76 - Consumer Expenditure 2020-2030

Chart 77 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in the Philippines](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

KEY INDUSTRY TRENDS

Chart 78 - Key Industry Trends for Deodorants

INDUSTRY PERFORMANCE

Steady Growth Driven by Filipino Lifestyle Needs and Routines

Chart 79 - Axe Introduces Fine Fragrance Collection

Deodorant Roll-Ons, Sprays and Creams Lead with Value-Conscious Offerings

Chart 80 - Nivea'S Infused Deodorant Elevates Underarm Care

Digital Engagement Reshapes Consumer Preferences

Chart 81 - Value Sales 2020-2030

Chart 82 - Volume Sales 2020-2030

Chart 83 - Value Sales by Category 2025

WHAT'S NEXT?

Long-Lasting Products and Active Lifestyles Expected to Drive Steady Growth

Consumer Preference Set to Fuel Multifunctional Innovation

Chart 84 - Analyst Insight for Deodorants

Digital Engagement to Reshape Brand Strategies

Chart 85 - Forecast Value Sales 2020-2030

Chart 86 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Strengthen Grip through Innovation

Chart 87 - Company Shares 2025

Chart 88 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Distribution of Deodorants

Digital Marketplaces Capture Rising Online Demand with Convenience and Value

Chart 89 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 90 - Economic Context for Deodorants

Chart 91 - Real Gdp Growth 2020-2030

Chart 92 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 93 - Consumer Context for Deodorants

Chart 94 - Population 2020-2030

Chart 95 - Consumer Expenditure 2020-2030

Chart 96 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in the Philippines](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Consumers' Preference for Gentle and Affordable Hair Removal Shapes Sales Decline in 2025

Women'S Razors and Blades Drives Growth in Depilatories

Watsons and Veet Leverage Relatable Lifestyle Messaging to Build Loyalty

Chart 97 - Watsons Expands Gentle Depilatory Creams

Chart 98 - Value Sales 2020-2030

Chart 99 - Volume Sales 2020-2030

Chart 100 - Value Sales by Category 2025

WHAT'S NEXT?

Depilatories Set to Recover From Decline Amid Shifting Hair Removal Preferences

Women'S Razors and Blades to Lead Growth

Chart 101 - Forecast Value Sales 2020-2030

Chart 102 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Reckitt Benckiser Dominates Depilatories Amid Evolving Competition

Chart 103 - Company Shares 2025

Chart 104 - Brand Shares 2025

CHANNELS

Offline Retail Maintains Lead as E-Commerce Accelerates Growth

Online Shopping Gains Traction as Digital Platforms Offer Accessibility

Chart 105 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 106 - Economic Context for Depilatories

Chart 107 - Real Gdp Growth 2020-2030

Chart 108 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 109 - Consumer Context for Depilatories

Chart 110 - Population 2020-2030

Chart 111 - Consumer Expenditure 2020-2030

Chart 112 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in the Philippines](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

KEY INDUSTRY TRENDS

Chart 113 - Key Industry Trends for Fragrances

INDUSTRY PERFORMANCE

Premium and Mass Fragrances Growth Driven by Affordability and Marketing

Bench Leads Lifestyle-Driven Beauty with Accessible, Emotionally Tied Scents

Chart 114 - Perfect Nonsense Illustrates Scent as a Lifestyle

Multifunctional Products Broaden Fragrance Usage

Chart 115 - Blackwater'S Lotion Spray Highlights Multifunctionality

Chart 116 - Value Sales 2020-2030

Chart 117 - Volume Sales 2020-2030

Chart 118 - Value Sales by Category 2025

WHAT'S NEXT?

Diverse Consumer Base to Drive Premium and Mass Fragrance Expansion

Chart 119 - Analyst Insight for Fragrances

Omnichannel Model Set to Shape Fragrances Landscape

Chart 120 - Forecast Value Sales 2020-2030

Chart 121 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Avon and Suyen Lead Amid Shifting Consumer Preferences

Innovative Brand Activations and Lifestyle Products Unlock Growth Opportunities

Chart 122 - Company Shares 2025

Chart 123 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Capture Most Share Amid Shifting Channel Dynamics

Retail E-Commerce Advances as a Key Channel for Premium Fragrances and Convenience

Chart 124 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 125 - Economic Context for Fragrances

Chart 126 - Real Gdp Growth 2020-2030

Chart 127 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 128 - Consumer Context for Fragrances

Chart 129 - Population 2020-2030

Chart 130 - Consumer Expenditure 2020-2030

Chart 131 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in the Philippines](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

KEY INDUSTRY TRENDS

Chart 132 - Key Industry Trends for Hair Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Evolving Consumer Needs and Economic Factors

Consumer Preference Shapes Clean Reimagined Movement

Chart 133 - Palmolive Debuts 2x Concentrate

Longevity Drives Hair Care Growth with Repair Treatments

Chart 134 - Cream Silk Repairs Hair Strength

Personalised Styling Solutions Fuel Lifestyle-Driven Beauty

Chart 135 - Happy Skin Launches Styling Hair Line

Chart 136 - Value Sales 2020-2030

Chart 137 - Volume Sales 2020-2030

Chart 138 - Value Sales by Category 2025

WHAT'S NEXT?

Consumer Purchasing Behaviour to Shift Towards Personalised Hair Care Solutions

Chart 139 - Analyst Insight for Hair Care

Shampoos and Salon Professional Hair Care to Gain Value with Premiumisation

Formulation Awareness and Practicality Set to Drive Growth of Value-Added Products

Chart 140 - Forecast Value Sales 2020-2030

Chart 141 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Colgate-Palmolive Maintain Lead through Product Variety and Availability

Chart 142 - Company Shares 2025

Chart 143 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists and Supermarkets Lead Hair Care Sales

Retail E-Commerce Gains Traction with Convenience and New Product Access

Chart 144 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 145 - Economic Context for Hair Care

Chart 146 - Real Gdp Growth 2020-2030

Chart 147 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 148 - Consumer Context for Hair Care

Chart 149 - Population 2020-2030

Chart 150 - Consumer Expenditure 2020-2030

Chart 151 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in the Philippines](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

KEY INDUSTRY TRENDS

Chart 152 - Key Industry Trends for Men's Grooming

INDUSTRY PERFORMANCE

Steady Growth Driven by Increasing Population and Rising Consumer Expenditure

Men'S Toiletries Leads Sales with Significant Volume and Value Growth

Chart 153 - Clear Men Promotes Grooming as a Lifestyle

Clear Men Drives Lifestyle Grooming with Digital Engagement

Dove Men and Nivea Men Promote Clean, Gentle and Effective Protection

Chart 154 - Dove Men+Care Highlights Freedom and Hygiene

Old Spice Leverages Tiktok Lives and Digital Raffles to Boost Engagement

Chart 155 - Old Spice Boosts Sales with Social Media

Chart 156 - Value Sales 2020-2030

Chart 157 - Volume Sales 2020-2030

Chart 158 - Value Sales by Category 2025

WHAT'S NEXT?

Filipino Men to Embrace Grooming as a Lifestyle-Driven Investment

Chart 159 - Analyst Insight for Men's Grooming

Men'S Toiletries to Lead Value Sales While Fragrances Drive Fastest Growth

Brands Innovating with Multifunctional Products to Capture Evolving Male Needs

Chart 160 - Forecast Value Sales 2020-2030

Chart 161 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Leads Men'S Grooming Sales

Emerging Local Brands Leverage Digital Trends to Capture Niche Demand

Chart 162 - Company Shares 2025

Chart 163 - Brand Shares 2025

CHANNELS

Retail Offline Remains Dominant Channel for Men'S Grooming

Retail E-Commerce Reshapes Purchase Behaviour with Social and Convenience Appeal

Chart 164 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 165 - Economic Context for Men's Grooming

Chart 166 - Real Gdp Growth 2020-2030

Chart 167 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 168 - Consumer Context for Men's Grooming

Chart 169 - Population 2020-2030

Chart 170 - Consumer Expenditure 2020-2030

Chart 171 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Oral Care in the Philippines](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

KEY INDUSTRY TRENDS

Chart 172 - Key Industry Trends for Oral Care

INDUSTRY PERFORMANCE

Digital Innovation Drives Growth Amid Rising Consumer Affluence

Oral-B Io Electric Toothbrush Launch Elevates Tech-Enabled Care

Chart 173 - Oral-B Io Launches in Philippines

Closeup Capitalises on Lifestyle-Focused Oral Care

Preference for Gentler and Safer Products Fuels Oral Care

Chart 174 - Closeup White Now Highlights Lifestyle Focus

Chart 175 - Value Sales 2020-2030

Chart 176 - Volume Sales 2020-2030

Chart 177 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Drive Growth through Demand for Visible and Gentle Oral Care Effects

Toothpaste Set to Maintain Lead While Mouth Fresheners Grow Significantly

Chart 178 - Analyst Insight for Oral Care

Digital and Preventive Health Expected to Reshape Product Innovation

Chart 179 - Forecast Value Sales 2020-2030

Chart 180 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Colgate-Palmolive and Procter & Gamble Strengthen Lead Amid Steady Concentration

Chart 181 - Company Shares 2025

Chart 182 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead as Consumers Diversify Purchase Locations

Health and Beauty Specialists Capture Most Growth in Oral Care

Retail E-Commerce Expands Due to Promotions and Products on Digital Platforms

Chart 183 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 184 - Economic Context for Oral Care

Chart 185 - Real Gdp Growth 2020-2030

Chart 186 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 187 - Consumer Context for Oral Care

Chart 188 - Population 2020-2030

Chart 189 - Consumer Expenditure 2020-2030

Chart 190 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Skin Care in the Philippines](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

KEY INDUSTRY TRENDS

Chart 191 - Key Industry Trends for Skin Care

INDUSTRY PERFORMANCE

Consumers Seek Multifunctional Skin Care Amid Rising Spending Power

Facial Care Leads Skin Care Growth with Brightening Formulas

Chart 192 - Myra Glow Range Expands

Pond'S Prebiotic Gel Exemplifies Clean Beauty with Gentle Hydration

Chart 193 - Numbuzin Enters Philippines as K-Beauty Expands

Chart 194 - Value Sales 2020-2030

Chart 195 - Volume Sales 2020-2030

Chart 196 - Value Sales by Category 2025

WHAT'S NEXT?

Filipino Consumers to Drive Growth with Demand for Multifunctional Skin Care

Facial Care to Lead Value Growth While Body Care Faces Volume Decline

Chart 197 - Analyst Insight for Skin Care

Consumer Preference for Transparent Ingredients Set to Rise

Brands Set to Leverage Omnichannel Engagement

Chart 198 - Forecast Value Sales 2020-2030

Chart 199 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Reinforce Dominance through Retail Presence and Digital Influence

Online Platforms and Younger Consumer Appeal Create Growth for Emerging Brands

Chart 200 - Company Shares 2025

Chart 201 - Brand Shares 2025

CHANNELS

Beauty and Health Specialists Strengthen Retail Offline Dominance

E-Commerce Growth Reshapes Skin Care Purchasing with Digital Trends and Convenience

Chart 202 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 203 - Economic Context for Skin Care

Chart 204 - Real Gdp Growth 2020-2030

Chart 205 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 206 - Consumer Context for Skin Care

Chart 207 - Population 2020-2030

Chart 208 - Consumer Expenditure 2020-2030

Chart 209 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Sun Care in the Philippines](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

KEY INDUSTRY TRENDS

Chart 210 - Key Industry Trends for Sun Care

INDUSTRY PERFORMANCE

Rising Purchasing Power and Digital Engagement Drives Sun Care Growth

Adult Sun Care Leads Sales with Lightweight, Breathable Protection Formats

Chart 211 - Lightweight Sunscreens Lead Everyday Protection

Brands Embracing Lifestyle Trends Drive Category Growth

Chart 212 - Portable Sun Sticks Fits Everyday Routines

Digital-First Approaches Drive Visibility and Conversion in Sun Care

Chart 213 - Dermorepubliq Debuts on Tiktok

Chart 214 - Value Sales 2020-2030

Chart 215 - Volume Sales 2020-2030

Chart 216 - Value Sales by Category 2025

WHAT'S NEXT?

Active Filipino Lifestyles and Tourism Expansion to Drive Consistent Growth

Chart 217 - Analyst Insight for Sun Care

Innovative Formats and Multifunctional Benefits Set to Attract Diverse Consumers

Digital Commerce to Fuel Product Discovery and Accelerate Sales

Chart 218 - Forecast Value Sales 2020-2030

Chart 219 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Beiersdorf Leverages Distribution and Consumer Preferences to Sustain Lead

Mid-Sized Brands Expand, Offering Growth Potential

Chart 220 - Company Shares 2025

Chart 221 - Brand Shares 2025

CHANNELS

Retail Offline Faces Decline in Sun Care as Retail E-Commerce Accelerates

Retail E-Commerce Transforms Sun Care Sales with Convenience and Social Influence

Chart 222 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 223 - Economic Context for Sun Care

Chart 224 - Real Gdp Growth 2020-2030

Chart 225 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 226 - Consumer Context for Sun Care

Chart 227 - Population 2020-2030

Chart 228 - Consumer Expenditure 2020-2030

Chart 229 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Premium Beauty and Personal Care in the Philippines

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

KEY INDUSTRY TRENDS

Chart 230 - Key Industry Trends for Premium Beauty and Personal Care

INDUSTRY PERFORMANCE

Urban Middle-Income Consumers Drive Growth

Premium Fragrances and Hair Care Grow Fuelled by Lifestyle Shifts

Luxury Brands Capitalise on Pop-Ups to Boost Fragrance Sales

Chart 231 - Value Sales 2020-2030

Chart 232 - Value Sales by Category 2025

WHAT'S NEXT?

Middle-Income Consumers to Boost Premium Beauty and Personal Care Growth

Premium Colour Cosmetics to Lead Future Growth

Chart 233 - Forecast Value Sales 2020-2030

Chart 234 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Premium Fragrance Brands Drive Competition in Market Shares

Chart 235 - Company Shares 2025

Chart 236 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 237 - Economic Context for Premium Beauty and Personal Care

Chart 238 - Real Gdp Growth 2020-2030

Chart 239 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 240 - Consumer Context for Premium Beauty and Personal Care

Chart 241 - Population 2020-2030

Chart 242 - Consumer Expenditure 2020-2030

Chart 243 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Mass Beauty and Personal Care in the Philippines](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

KEY INDUSTRY TRENDS

Chart 244 - Key Industry Trends for Mass Beauty and Personal Care

INDUSTRY PERFORMANCE

Urban Digital Buyers Drive Growth of Mass Beauty and Personal Care

Skin Care Dominates Sales as Multifunctional Value Drives Consumer Preference

Dermorepubliq Drives Sunscreen Sales through Tiktok-Led Digital Launch

Chart 245 - Dermorepubliq Debuts Dermosun on Tiktok

Chart 246 - Value Sales 2020-2030

Chart 247 - Value Sales by Category 2025

WHAT'S NEXT?

Filipino Consumers to Remain Price-Conscious and Value-Driven

Mass Skin Care to Lead Sales with Multifunctional and Hybrid Products

Chart 248 - Forecast Value Sales 2020-2030

Chart 249 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Strengthen Hold Amid Evolving Competitive Dynamics

Digital Innovation and Private Label Growth Reshape Competition and Consumer Behaviour

Chart 250 - Company Shares 2025

Chart 251 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 252 - Economic Context for Mass Beauty and Personal Care

Chart 253 - Real Gdp Growth 2020-2030

Chart 254 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 255 - Consumer Context for Mass Beauty and Personal Care

Chart 256 - Population 2020-2030

Chart 257 - Consumer Expenditure 2020-2030

Chart 258 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-in-the-philippines/report.