



Hair Care in Thailand

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Hair Care

INDUSTRY PERFORMANCE

Premiumisation and Functional Innovation Central to Hair Care Growth

Chart 2 - Algorithm-Driven Tiktok Commerce Redefines Hair Care Purchasing

Sunsilk, Lolane and Kérastase Expand Ritual-Based Usage and Value

Live Commerce and Tiktok Content Accelerate Growth in Scalp Care and Treatments

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Performance-Led Routines and Fragrance Rituals to Expand Daily Use

Tiktok-Native Content and Time-Saving Formats to Drive Conversion

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever, Procter & Gamble and L'Oréal Drive Brand-Led Innovation as Competition Intensifies

Chart 8 - Scalp-First Hair Care Drives Premium Growth in Thailand

Emerging Brands Leverage Influencer Marketing and Hair Wellness Positioning

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Leadership as E-Commerce Outpaces All Rivals

Influencer-Led Shoppertainment and Wellness Retail Concepts Reshape the Landscape

Live-Selling and Social Commerce Fuel Digital Channel Momentum

Chart 11 - Channels for Hair Care

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Hair Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Hair Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Thailand - Industry Overview](#)

EXECUTIVE SUMMARY

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Hybrid Sun Care Launches Drive Consumer Daily Routines

Srichand Leverages Vegan Actives to Build T-Beauty Identity

Chart 21 - Analyst Insight for Beauty and Personal Care

Chart 22 - Asian Beauty Trends and Rising T-Beauty Shape Thailand'S Beauty Market

Digital Shoppertainment Accelerates Brand-Consumer Engagement

Chart 23 - Shoppertainment and Ai Are Transforming Thailand'S Beauty Purchase Journey

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

WHAT'S NEXT?

Brands to Innovate with Climate-Adapted Benefits to Boost Daily Relevance

Shoppertainment and Social Commerce Reshape Digital Discovery and Conversion

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Thailand Strengthens Its Lead

Emerging Local Brands Disrupt with Science-Led Launches

Chart 29 - Lifestyle Integration Reshapes Beauty Consumption in Thailand

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

CHANNELS

Watsons and Boots Drive In-Store Trials as E-Commerce Makes Gains

Tiktok Shop and Shopee Accelerate Digital Beauty Engagement

Watsons and Tiktok Shop Shape Omnichannel Beauty Strategies

Chart 32 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Beauty and Personal Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Beauty and Personal Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - 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/hair-care-in-thailand/report.