



Euromonitor
International

Men's Grooming in Thailand

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Men's Grooming

INDUSTRY PERFORMANCE

Nivea Men and Tros Pro Drive High-Value Skin Care Launches for Urban Professionals

Social Media Creators Accelerate Routine Adoption and Purchasing Decisions

Chart 2 - Lifestyle and Efficiency Drive Demand for High-Performance Men'S Grooming

Tros Pro Redefines Preventative Maintenance and Boosts Premiumisation

Chart 3 - Preventative Skin and Sun Care Gain Traction among Urban Thai Men

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Thai Men to Embrace Efficient Routines as Demand for Multifunctional Products Drives Value Gains

Social Media Creators to Shape Male Grooming as Digital Content and Multifunctional Innovation Fuel Future Growth

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Sustain Their Positions through Innovation and Broad Distribution

Chart 9 - Analyst Insight for Men's Grooming

Tros Leverages Digital Marketing and Targeted Innovation to Challenge Global Leaders

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Tiktok Shop Compresses Purchase Journeys as Online Channels Make Gains

Watsons and Eveandboy Elevate In-Store Experiences with Digital Integration

Tiktok Shop Helps Redefine Online Sales with Creator-Led Discovery

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Men's Grooming

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Men's Grooming

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/mens-grooming-in-thailand/report.