



Euromonitor
International

Hair Care in Laos

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

INDUSTRY PERFORMANCE

Urban-Driven Premium Hair Care Gains Momentum Amid Steady Market Growth

Social Media Influence and Clean Beauty Reshape Consumer Preferences

Chart 1 - L'Oréal Paris Extraordinary Oil

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Affordable Sachets and Herbal Solutions to Sustain Growth among Diverse Consumers

Digital Influence and Targeted Formulations to Drive Product Aspiration and Trial

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Mfg Thailand Ltd and Unilever Thai Holdings Ltd Strengthen Leadership

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Grocery Retailers and Specialist Stores Adapt to Sachet Affordability and Premium Demand

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Hair Care

Chart 11 - Real GDP Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Hair Care

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Mass and Premium Segments Grow, Driven by Affordability and Clean Beauty Focus

Chart 18 - Pond's Hydra Miracle Ultra Light Biome Gel Cream

Skin Care and Baby Products Lead as Multifunctional Daily-Use Products Surge

Chart 19 - BeNice Bloom

Thai Brands Accelerate Growth with Barrier-Boosting Skin Care Innovations

Chart 20 - Srichand Expands

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Affordable Multifunctional Products to Propel Category Expansion Amid Economic Caution

Skin Care to Maintain Dominance While Baby and Child Care Surges

Natural, Multifunctional Product Demand to Reshape Consumer Choices and Retail Strategies

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Consolidate Leadership through Portfolio Breadth and Distribution

Emerging Thai Brands and Product Innovation Drive Growth and Open New Opportunities

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Retail Offline Sustains Dominance as Modern Grocery Formats Expand Reach

Social Commerce and Digital Trends Elevate E-Commerce'S Indirect Influence

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Beauty and Personal Care

Chart 30 - Real GDP Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Beauty and Personal Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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-laos/report.