



Thai Beauty and Skincare Industry

The beauty and skincare industry in Thailand stands as a prominent player in the Southeast Asia region. Forecasts suggest that by 2030, the value of the Thai cosmetics market will exceed USD 10 billion, showcasing a consistent yearly growth rate of 5.0% since 2022. Key markets for Thai beauty products include ASEAN, Japan, Australia, Hong Kong, and China, reflecting a commitment to international expansion. Concurrently, significant efforts have been dedicated to nurturing local brands and enhancing production capacities, aimed at solidifying the presence of Thai skincare and cosmetic items in global markets. This trajectory has also attracted notable investments from major international brands into the Thai cosmetics sector.

The export of Thai beauty and skincare consists about 40% of total production. In 2022, the export value of cosmetics, soaps, and acne treatment products totaled USD 3,254.08 million, reflecting robust growth of 6.59% from the preceding year. Projections for 2027 anticipate a noteworthy surge in the skincare segment, with an estimated USD 4,571.42 million increase, primarily driven by exceptional growth in sunscreen products.

To stay competitive in the market, Thailand has adapted to global trends and align their practices with consumer expectations. As consumer awareness of environmental and social issues increases, the demand for sustainable and ethically produced cosmetics from Thailand has shown a significant growth.

Cosmetics, soap, and skincare products



Export value

USD 3,254 million

(Reflecting robust growth of 6.59% from the preceding year)



They are divided into 2 main categories namely:

1. Cosmetics, Fragrance, and Soaps

Export value **USD 2,384 million**

An increase of 4.93%

The largest category of products: hair and facial products



2. Ingredients for the Production of Cosmetics

Export value **USD 870.08 million**

An increase of 11.43%

In the future, Thailand is immensely suitable to be the hub of beauty business in ASEAN since it has the highest growth and expansion of cosmetics market among the ASEAN countries. In terms of export market, "Made in Thailand" cosmetics have gained more popularity from those made in other countries in the ASEAN region as consumers are aware of Thai products' higher quality.



Discover:

The Top 5 Beauty Brands Shaping Thailand's Cosmetics Industry

In recent years, Thailand has emerged as a key player in the global beauty industry. Its rich biodiversity, traditional beauty practices, and booming local market have provided a perfect setting for the growth of diverse beauty brands. From internationally acclaimed labels to locally grown favorites, these companies have revolutionized the beauty scene in Thailand. This article shines a spotlight on the top 5 beauty brands that have shaped the Thai cosmetics market.

Mistine

Mistine is one of Thailand's leading cosmetic brands, renowned for its wide range of high-quality beauty products that cater to both men and women. From skincare and makeup to body care and hair products, Mistine offers something for everyone. The brand is committed to quality and innovation, consistently incorporating the latest beauty technology in its product formulations. Mistine's Super Black Fixed Liner, a waterproof eyeliner with a durable, smudge-proof formula, is a best-seller, demonstrating the brand's popularity amongst Thai beauty enthusiasts.



Srichand

Established in 1948, Srichand is a heritage Thai brand that has made its mark in the local beauty industry. It became particularly well-known for its translucent powder, a cult-favourite beauty product among Thais. Srichand's product line has since expanded to include a variety of skincare products such as cleansing gels, facial masks, and serums. All Srichand products encapsulate the philosophy of combining traditional Thai beauty practices with innovative technology.



Snail White

Snail White, a skincare brand under the Namu Life umbrella, has garnered significant attention within and beyond Thailand's borders for its range of innovative snail secretion filtrate-based products. Known for their rejuvenating and regenerative properties, these products have found

a loyal customer base in those looking for effective anti-ageing solutions. The brand's signature product, the Snail White Cream, is highly acclaimed for its brightening, firming, and hydrating effects.



Oriental Princess



As one of the leading beauty retailers in Thailand, Oriental Princess offers an extensive range of products, including skincare, haircare, body care, and makeup. Known for its luxurious yet affordable products, Oriental Princess commits to using high-quality, natural ingredients that cater to all skin types and concerns. One of its most popular products is the Natural Power C Miracle Brightening Complex Serum, loved for its skin-brightening and nourishing properties.

Beauty Cottage



Beauty Cottage stands out in Thailand's beauty market with its commitment to organic and eco-friendly beauty products. The brand offers a wide range of products, from skincare and makeup to hair and body care, all made with natural ingredients sourced from certified organic farms. Beauty Cottage's products are not only kind to the skin but also environmentally friendly, reflecting the brand's commitment to sustainable practices. The Organic Edelweiss UV Shield SPF 50+ is a fan favourite, offering high sun protection without harsh chemicals.

Thailand's beauty industry is a vibrant mix of tradition and innovation, offering a variety of products to cater to diverse consumer needs. With Mistine's extensive beauty range, Srichand's legacy products, Snail White's innovative formulations, Oriental Princess's luxury line, and Beauty Cottage's eco-friendly offerings, the Thai beauty market showcases the dynamic and inclusive nature of the country's cosmetics industry. These top brands, each with their unique strengths and focuses, are key contributors to the growing popularity of Thai beauty products on the global stage.



Source:

 <https://gobeauty.space/en/blog/article/Discover-the-Top-5-Beauty-Brands-Shaping-Thailand's-Cosmetics-Industry/>

