

The Future of the Skincare Market in Thailand to 2018

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Sample



Summary

The Future of the Skincare Market in Thailand to 2018 is the result of Canadean's extensive market research. The report presents detailed analysis on the Skincare consumption trends in Thailand, historic and forecast Skincare consumption volumes and values at market and category level, brand share and distribution channel data. This report brings together Canadean Intelligence's research, modeling and analysis expertise in order to develop uniquely detailed market data. This allows domestic and foreign companies to identify the market dynamics to account for Skincare sales overall and to know which categories and segments are showing growth in the coming years.

Key Findings

Why was the report written?

- This report provides authoritative and granular data on the Skincare market in Thailand and, in doing so fills the gaps in marketers' understanding of trends and the components of change behind them.
- Based upon extensive primary and secondary research to provide comprehensive and granular data, this report allows marketers to confidently update their strategic and tactical plans.
- Marketers need data on volume and value changes, brand dynamics and distribution trends in order to effectively plan strategies.

What are the key drivers behind recent market changes?

This report examines the components of change in the market by looking at historic and future growth patterns, including the effects of consumers' behavior on total volumes, values, brands selected and types of product chosen.

What makes this report unique and essential to read?

The report provides the latest, detailed data on dynamics in Thailand Skincare market, providing marketers with the essential data to understand their own, and their competitors' position in the market and the information to accurately identify where to compete in the future."

Reasons to Buy

"The report provides a unique mix of highly granular market data, based upon detailed industry research, in order to offer a detailed insight into the trends and dynamics affecting Skincare market in Thailand.

Custom segmentation of the market provides unique views and insights for marketers on the volume, brand and distribution data, to give unparalleled insight into the market."

1. Thailand Skincare Market Analysis, 2008–18

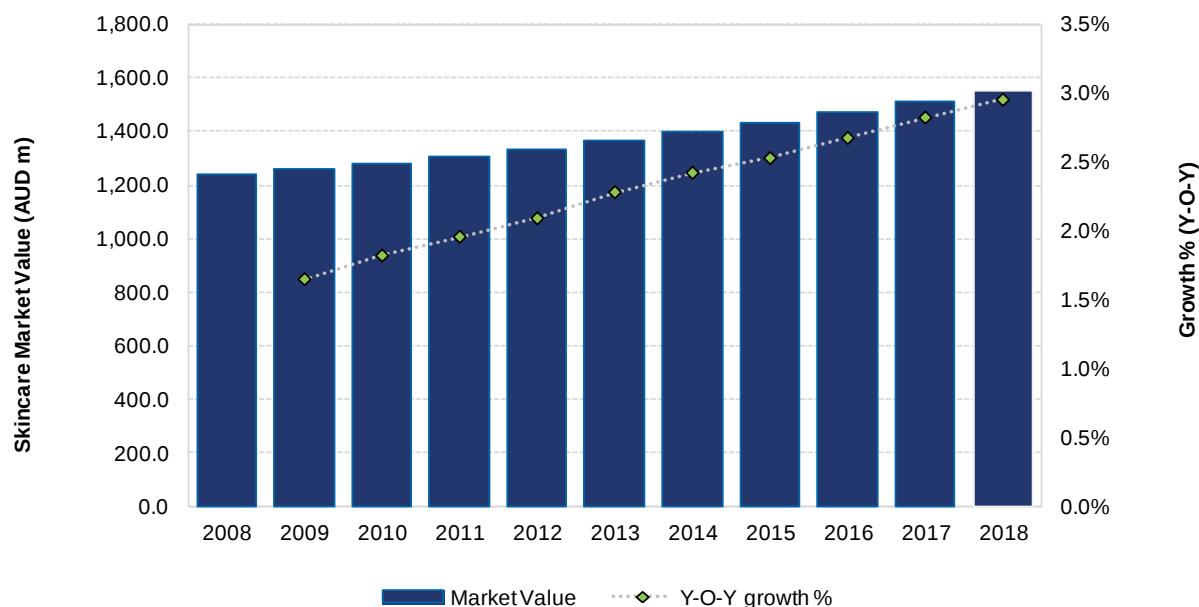
1.1 Skincare Value Analysis, 2008–18

1.1.1 Overall Skincare Market Value, 2008–18

Table 1: Thailand Skincare Market Value (LCU m) and Growth (Y-o-Y), 2008–18											
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Market Value											
Y-o-Y growth											
Source: Canadean						© Canadean					

Table 2: Thailand Skincare Market Value (USD m) and Growth (Y-o-Y), 2008–18											
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Market Value											
Y-o-Y growth											
Source: Canadean						© Canadean					

Figure 1: Thailand Skincare Market Value (LCU m) and Growth (Y-o-Y), 2008–18



Source: Canadean

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Note:

Chart in the above figure represents only sample data and no actual data is provided.

1.1.2 Skincare Market Value by Category, 2008–18

Table 3: Thailand Skincare Market Value (LCU m) by Category, 2008–13

Category	2008	2009	2010	2011	2012	2013	CAGR 2008–13
Body Care							
Depilatories							
Facial Care							
Hand Care							
Make-Up Remover							
Overall							
Source: Canadean							© Canadean

Table 4: Thailand Skincare Market Value (LCU m) by Category, 2013–18

Category	2013	2014	2015	2016	2017	2018	CAGR 2013–18
Body Care							
Depilatories							
Facial Care							
Hand Care							
Make-Up Remover							
Overall							
Source: Canadean							© Canadean

Table 5: Thailand Skincare Market Value (USD m) by Category, 2008–13

Category	2008	2009	2010	2011	2012	2013	CAGR 2008–13
Body Care							
Depilatories							
Facial Care							
Hand Care							
Make-Up Remover							
Overall							
Source: Canadean							© Canadean

Table 6: Thailand Skincare Market Value (USD m) by Category, 2013–18

Category	2013	2014	2015	2016	2017	2018	CAGR 2013–18
Body Care							
Depilatories							
Facial Care							
Hand Care							
Make-Up Remover							
Overall							

Source: Canadean

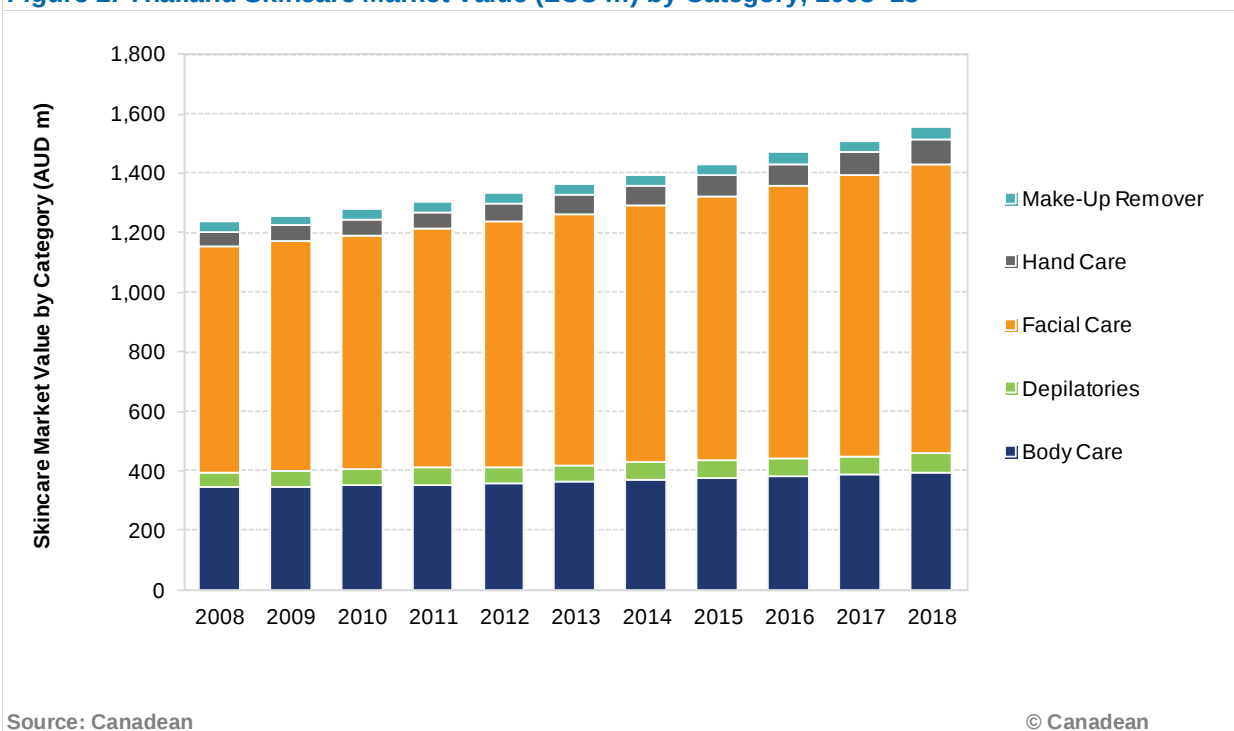
Figure 2: Thailand Skincare Market Value (LCU m) by Category, 2008–18

Note:

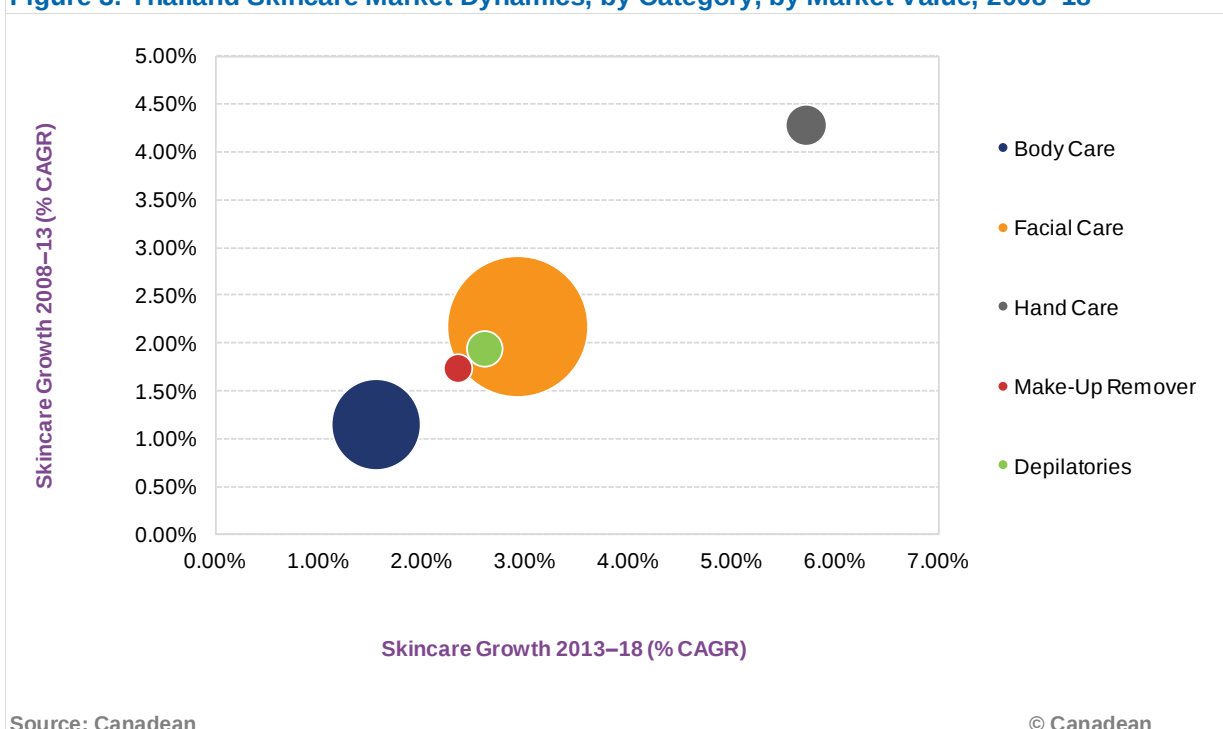
Chart in the above figure represents only sample data and no actual data is provided.

1.1.3 Market Growth Dynamics by Value – Skincare, 2008–18

Table 7: Thailand Skincare Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Category, by Value (LCU m)

Category	CAGR 2013–18	CAGR 2008–13	Market Size 2008	Market Size 2013	Market Size 2018
Body Care					
Depilatories					
Facial Care					
Hand Care					
Make-Up Remover					
Overall					
Source: Canadean			© Canadean		

Figure 3: Thailand Skincare Market Dynamics, by Category, by Market Value, 2008–18



Note:

Chart in the above figure represents only sample data and no actual data is provided.

Report Methodology

In order to create the data for all the reports in this series and ensure its robustness, a comprehensive and empirically robust research methodology has been adopted. This combines both a large-scale program of industry research with the results of extensive primary industry interviewing and calling. Furthermore, all definitions are standardized across products and countries to ensure comparability.

The two main research methods, secondary research and primary research (the program of interviewing industry contacts), are brought together and because both sets of research processes have been designed in conjunction with each other they can be combined and consolidated into the final, integrated data sets.

The secondary research process involves covering publicly available sources, trade associations, specialist databases, company annual reports, and industry publications. While primary research involves a major program of interviewing leading industry executives for each category covered in each country – all with local country experts; typically brand, product and marketing managers for major brands within each country. These processes help analysts in capturing both qualitative and quantitative information about the market.

The final stage of the process is the triangulation of inputs obtained from all the research methods with the analyst's own understanding of the market in order to finalize the data. Once the data is finalized, it goes through various top level quality checks prior to publishing.

Related Reports

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The Future of the Skincare Market in Brazil to 2018

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The Future of the Skincare Market in Venezuela to 2018

Table of Contents

1. Introduction	11
1.1 What is this Report About?	11
1.2 Definitions	11
1.2.1 This report provides 2013 actual sales; while forecasts are provided for 2014 – 2018 ...	11
1.2.2 Category Definitions	11
1.2.3 Distribution Channel Definitions	13
1.2.4 Volume Units and Aggregations	14
1.2.5 CAGR Definition and Calculation	14
1.2.6 Graphical representation of Brands	14
1.2.7 Exchange Rates	15
1.2.8 Methodology Summary	15
2. Thailand Skincare Market Analysis, 2008–18	16
2.1 Skincare Value Analysis, 2008–18	16
2.1.1 Overall Skincare Market Value, 2008–18	16
2.1.2 Skincare Market Value by Category, 2008–18	17
2.1.3 Market Growth Dynamics by Value – Skincare, 2008–18	19
2.2 Skincare Volume Analysis, 2008–18	20
2.2.1 Overall Skincare Market Volume, 2008–18	20
2.2.2 Per-Capita Consumption - Skincare, 2008–18	21
2.2.3 Skincare Market Volume by Category, 2008–18	22
2.2.4 Market Growth Dynamics by Volume – Skincare, 2008–18	24
3. Thailand Body Care Market Analysis, 2008–18	25
3.1 Body Care Value Analysis, 2008–18	25
3.1.1 Body Care Market by Value, 2008–18	25
3.1.2 Average Consumer Price/Unit – Body Care, 2008–18	26
3.1.3 Body Care Market by Value by Segments, 2008–18	27
3.2 Body Care Volume Analysis, 2008–18	29
3.2.1 Body Care Market by Volume, 2008–18	29
3.2.2 Body Care Market by Volume by Segments, 2008–18	30
3.3 Market Growth Dynamics – Body Care, 2008–18	31
3.3.1 Body Care Market Growth Dynamics by Value, 2008–18	31
3.3.2 Body Care Market Growth Dynamics by Volume, 2008–18	32
3.4 Mass Body Care Analysis, 2008–18	33
3.4.1 Mass Body Care Market by Value, 2008–18	33
3.4.2 Mass Body Care Market by Volume, 2008–18	34
3.5 Premium Body Care Analysis, 2008–18	35

3.5.1	Premium Body Care Market by Value, 2008–18.....	35
3.5.2	Premium Body Care Market by Volume, 2008–18.....	36
3.6	Body Care Brand Analysis, 2010–13.....	37
3.7	Body Care Distribution Channel Analysis, 2010–13.....	40
4.	Thailand Depilatories Market Analysis, 2008–18	43
4.1	Depilatories Value Analysis, 2008–18.....	43
4.1.1	Depilatories Market by Value, 2008–18.....	43
4.1.2	Average Consumer Price/Unit – Depilatories, 2008–18.....	44
4.1.3	Depilatories Market by Value by Segments, 2008–18	45
4.2	Depilatories Volume Analysis, 2008–18.....	47
4.2.1	Depilatories Market by Volume, 2008–18.....	47
4.2.2	Depilatories Market by Volume by Segments, 2008–18	48
4.3	Market Growth Dynamics – Depilatories, 2008–18.....	49
4.3.1	Depilatories Market Growth Dynamics by Value, 2008–18	49
4.3.2	Depilatories Market Growth Dynamics by Volume, 2008–18	50
4.4	Chemical Depilatories Analysis, 2008–18.....	51
4.4.1	Chemical Depilatories Market by Value, 2008–18.....	51
4.4.2	Chemical Depilatories Market by Volume, 2008–18	52
4.5	Wax Strips & Wax Analysis, 2008–18.....	53
4.5.1	Wax Strips & Wax Market by Value, 2008–18.....	53
4.5.2	Wax Strips & Wax Market by Volume, 2008–18	54
4.6	Depilatories Brand Analysis, 2010–13.....	55
4.7	Depilatories Distribution Channel Analysis, 2010–13.....	57
5.	Thailand Facial Care Market Analysis, 2008–18.....	60
5.1	Facial Care Value Analysis, 2008–18.....	60
5.1.1	Facial Care Market by Value, 2008–18	60
5.1.2	Average Consumer Price/Unit – Facial Care, 2008–18	61
5.1.3	Facial Care Market by Value by Segments, 2008–18.....	62
5.2	Facial Care Volume Analysis, 2008–18	65
5.2.1	Facial Care Market by Volume, 2008–18	65
5.2.2	Facial Care Market by Volume by Segments, 2008–18.....	66
5.3	Market Growth Dynamics – Facial Care, 2008–18	68
5.3.1	Facial Care Market Growth Dynamics by Value, 2008–18.....	68
5.3.2	Facial Care Market Growth Dynamics by Volume, 2008–18.....	69
5.4	Anti-Agers Analysis, 2008–18	70
5.4.1	Anti-Agers Market by Value, 2008–18.....	70
5.4.2	Anti-Agers Market by Volume, 2008–18.....	71
5.5	Cleansing Wipes Analysis, 2008–18.....	72
5.5.1	Cleansing Wipes Market by Value, 2008–18.....	72

5.5.2	Cleansing Wipes Market by Volume, 2008–18	73
5.6	Exfoliating Scrubs Analysis, 2008–18	74
5.6.1	Exfoliating Scrubs Market by Value, 2008–18	74
5.6.2	Exfoliating Scrubs Market by Volume, 2008–18	75
5.7	Face Mask Analysis, 2008–18	76
5.7.1	Face Mask Market by Value, 2008–18	76
5.7.2	Face Mask Market by Volume, 2008–18	77
5.8	Facial Creams and Gels Analysis, 2008–18	78
5.8.1	Facial Creams and Gels Market by Value, 2008–18	78
5.8.2	Facial Creams and Gels Market by Volume, 2008–18	79
5.9	Fade Cream Analysis, 2008–18	80
5.9.1	Fade Cream Market by Value, 2008–18	80
5.9.2	Fade Cream Market by Volume, 2008–18	81
5.10	Night Cream Analysis, 2008–18	82
5.10.1	Night Cream Market by Value, 2008–18	82
5.10.2	Night Cream Market by Volume, 2008–18	83
5.11	Other Moisturizers Analysis, 2008–18	84
5.11.1	Other Moisturizers Market by Value, 2008–18	84
5.11.2	Other Moisturizers Market by Volume, 2008–18	85
5.12	Pore Strips Analysis, 2008–18	86
5.12.1	Pore Strips Market by Value, 2008–18	86
5.12.2	Pore Strips Market by Volume, 2008–18	87
5.13	Toner Analysis, 2008–18	88
5.13.1	Toner Market by Value, 2008–18	88
5.13.2	Toner Market by Volume, 2008–18	89
5.14	Facial Care Brand Analysis, 2010–13	90
5.15	Facial Care Distribution Channel Analysis, 2010–13	92
6.	Thailand Hand Care Market Analysis, 2008–18	95
6.1	Hand Care Value Analysis, 2008–18	95
6.1.1	Hand Care Market by Value, 2008–18	95
6.1.2	Average Consumer Price/Unit – Hand Care, 2008–18	96
6.1.3	Hand Care Market by Value by Segments, 2008–18	97
6.2	Hand Care Volume Analysis, 2008–18	99
6.2.1	Hand Care Market by Volume, 2008–18	99
6.2.2	Hand Care Market by Volume by Segments, 2008–18	100
6.3	Market Growth Dynamics – Hand Care, 2008–18	101
6.3.1	Hand Care Market Growth Dynamics by Value, 2008–18	101
6.3.2	Hand Care Market Growth Dynamics by Volume, 2008–18	102
6.4	Mass Hand Care Analysis, 2008–18	103

6.4.1	Mass Hand Care Market by Value, 2008–18.....	103
6.4.2	Mass Hand Care Market by Volume, 2008–18.....	104
6.5	Premium Hand Care Analysis, 2008–18.....	105
6.5.1	Premium Hand Care Market by Value, 2008–18.....	105
6.5.2	Premium Hand Care Market by Volume, 2008–18.....	106
6.6	Hand Care Brand Analysis, 2010–13.....	107
6.7	Hand Care Distribution Channel Analysis, 2010–13.....	110
7.	Thailand Make-Up Remover Market Analysis, 2008–18.....	113
7.1	Make-Up Remover Value Analysis, 2008–18.....	113
7.1.1	Make-Up Remover Market by Value, 2008–18.....	113
7.1.2	Average Consumer Price/Unit – Make-Up Remover, 2008–18.....	114
7.1.3	Make-Up Remover Market by Value by Segments, 2008–18.....	115
7.2	Make-Up Remover Volume Analysis, 2008–18.....	117
7.2.1	Make-Up Remover Market by Volume, 2008–18.....	117
7.2.2	Make-Up Remover Market by Volume by Segments, 2008–18.....	118
7.3	Market Growth Dynamics – Make-Up Remover, 2008–18.....	119
7.3.1	Make-Up Remover Market Growth Dynamics by Value, 2008–18.....	119
7.3.2	Make-Up Remover Market Growth Dynamics by Volume, 2008–18.....	120
7.4	Eye Make-Up Remover Analysis, 2008–18.....	121
7.4.1	Eye Make-Up Remover Market by Value, 2008–18.....	121
7.4.2	Eye Make-Up Remover Market by Volume, 2008–18.....	122
7.5	Face Make-Up Remover Analysis, 2008–18.....	123
7.5.1	Face Make-Up Remover Market by Value, 2008–18.....	123
7.5.2	Face Make-Up Remover Market by Volume, 2008–18.....	124
7.6	Nail Varnish Remover Analysis, 2008–18.....	125
7.6.1	Nail Varnish Remover Market by Value, 2008–18.....	125
7.6.2	Nail Varnish Remover Market by Volume, 2008–18.....	126
7.7	Make-Up Remover Brand Analysis, 2010–13.....	127
7.8	Make-Up Remover Distribution Channel Analysis, 2010–13.....	129
8.	Appendix.....	132
8.1	About Canadean.....	132
8.2	Disclaimer.....	132

List of Figures

Figure 1: Thailand Skincare Market Value (LCU m) and Growth (Y-o-Y), 2008–18	16
Figure 2: Thailand Skincare Market Value (LCU m) by Category, 2008–18	18
Figure 3: Thailand Skincare Market Dynamics, by Category, by Market Value, 2008–18	19
Figure 4: Thailand Skincare Market Volume (Units m) and Growth (Y-o-Y), 2008–18	20
Figure 5: Thailand Per-Capita Skincare Consumption (Unit/head & Y-o-Y growth), 2008–18	21
Figure 6: Thailand Skincare Market Volume (Units m) by Category, 2008–18	23
Figure 7: Thailand Skincare Market Dynamics, by Category, by Market Volume 2008–18	24
Figure 8: Thailand Body Care Market Value (LCU m) and Growth (Y-o-Y), 2008–18	25
Figure 9: Thailand Body Care Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18	26
Figure 10: Thailand Body Care Market Value (LCU m) by Segments, 2008–18	28
Figure 11: Thailand Body Care Market Volume (Units m) and Growth (Y-o-Y), 2008–18	29
Figure 12: Thailand Body Care Market Volume (Units m) by Segments, 2008–18	30
Figure 13: Thailand Body Care Market Growth Dynamics by Value, 2008–18	31
Figure 14: Thailand Body Care Market Growth Dynamics by Volume, 2008–18	32
Figure 15: Thailand Mass Body Care Market by Value (LCU m), 2008–18	33
Figure 16: Thailand Mass Body Care Market by Volume (Units m), 2008–18	34
Figure 17: Thailand Premium Body Care Market by Value (LCU m), 2008–18	35
Figure 18: Thailand Premium Body Care Market by Volume (Units m), 2008–18	36
Figure 19: Thailand Body Care Market Value by Brands (LCU m), 2010–13	39
Figure 20: Thailand Body Care Market Value by Distribution Channel (LCU m), 2010–13	42
Figure 21: Thailand Depilatories Market Value (LCU m) and Growth (Y-o-Y), 2008–18	43
Figure 22: Thailand Depilatories Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18	44
Figure 23: Thailand Depilatories Market Value (LCU m) by Segments, 2008–18	46
Figure 24: Thailand Depilatories Market Volume (Units m) and Growth (Y-o-Y), 2008–18	47
Figure 25: Thailand Depilatories Market Volume (Units m) by Segments, 2008–18	48
Figure 26: Thailand Depilatories Market Growth Dynamics by Value, 2008–18	49
Figure 27: Thailand Depilatories Market Growth Dynamics by Volume, 2008–18	50
Figure 28: Thailand Chemical Depilatories Market by Value (LCU m), 2008–18	51
Figure 29: Thailand Chemical Depilatories Market by Volume (Units m), 2008–18	52
Figure 30: Thailand Wax Strips & Wax Market by Value (LCU m), 2008–18	53
Figure 31: Thailand Wax Strips & Wax Market by Volume (Units m), 2008–18	54
Figure 32: Thailand Depilatories Market Value by Brands (LCU m), 2010–13	56
Figure 33: Thailand Depilatories Market Value by Distribution Channel (LCU m), 2010–13	59
Figure 34: Thailand Facial Care Market Value (LCU m) and Growth (Y-o-Y), 2008–18	60
Figure 35: Thailand Facial Care Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18	61
Figure 36: Thailand Facial Care Market Value (LCU m) by Segments, 2008–18	64
Figure 37: Thailand Facial Care Market Volume (Units m) and Growth (Y-o-Y), 2008–18	65
Figure 38: Thailand Facial Care Market Volume (Units m) by Segments, 2008–18	67
Figure 39: Thailand Facial Care Market Growth Dynamics by Value, 2008–18	68
Figure 40: Thailand Facial Care Market Growth Dynamics by Volume, 2008–18	69
Figure 41: Thailand Anti-Agers Market by Value (LCU m), 2008–18	70
Figure 42: Thailand Anti-Agers Market by Volume (Units m), 2008–18	71
Figure 43: Thailand Cleansing Wipes Market by Value (LCU m), 2008–18	72
Figure 44: Thailand Cleansing Wipes Market by Volume (Units m), 2008–18	73
Figure 45: Thailand Exfoliating Scrubs Market by Value (LCU m), 2008–18	74
Figure 46: Thailand Exfoliating Scrubs Market by Volume (Units m), 2008–18	75
Figure 47: Thailand Face Mask Market by Value (LCU m), 2008–18	76
Figure 48: Thailand Face Mask Market by Volume (Units m), 2008–18	77
Figure 49: Thailand Facial Creams and Gels Market by Value (LCU m), 2008–18	78
Figure 50: Thailand Facial Creams and Gels Market by Volume (Units m), 2008–18	79
Figure 51: Thailand Fade Cream Market by Value (LCU m), 2008–18	80
Figure 52: Thailand Fade Cream Market by Volume (Units m), 2008–18	81
Figure 53: Thailand Night Cream Market by Value (LCU m), 2008–18	82
Figure 54: Thailand Night Cream Market by Volume (Units m), 2008–18	83
Figure 55: Thailand Other Moisturizers Market by Value (LCU m), 2008–18	84
Figure 56: Thailand Other Moisturizers Market by Volume (Units m), 2008–18	85
Figure 57: Thailand Pore Strips Market by Value (LCU m), 2008–18	86

Figure 58: Thailand Pore Strips Market by Volume (Units m), 2008–18	87
Figure 59: Thailand Toner Market by Value (LCU m), 2008–18	88
Figure 60: Thailand Toner Market by Volume (Units m), 2008–18	89
Figure 61: Thailand Facial Care Market Value by Brands (LCU m), 2010–13	91
Figure 62: Thailand Facial Care Market Value by Distribution Channel (LCU m), 2010–13	94
Figure 63: Thailand Hand Care Market Value (LCU m) and Growth (Y-o-Y), 2008–18	95
Figure 64: Thailand Hand Care Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18	96
Figure 65: Thailand Hand Care Market Value (LCU m) by Segments, 2008–18	98
Figure 66: Thailand Hand Care Market Volume (Units m) and Growth (Y-o-Y), 2008–18	99
Figure 67: Thailand Hand Care Market Volume (Units m) by Segments, 2008–18	100
Figure 68: Thailand Hand Care Market Growth Dynamics by Value, 2008–18	101
Figure 69: Thailand Hand Care Market Growth Dynamics by Volume, 2008–18	102
Figure 70: Thailand Mass Hand Care Market by Value (LCU m), 2008–18	103
Figure 71: Thailand Mass Hand Care Market by Volume (Units m), 2008–18	104
Figure 72: Thailand Premium Hand Care Market by Value (LCU m), 2008–18	105
Figure 73: Thailand Premium Hand Care Market by Volume (Units m), 2008–18	106
Figure 74: Thailand Hand Care Market Value by Brands (LCU m), 2010–13	109
Figure 75: Thailand Hand Care Market Value by Distribution Channel (LCU m), 2010–13	112
Figure 76: Thailand Make-Up Remover Market Value (LCU m) and Growth (Y-o-Y), 2008–18	113
Figure 77: Thailand Make-Up Remover Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18	114
Figure 78: Thailand Make-Up Remover Market Value (LCU m) by Segments, 2008–18	116
Figure 79: Thailand Make-Up Remover Market Volume (Units m) and Growth (Y-o-Y), 2008–18	117
Figure 80: Thailand Make-Up Remover Market Volume (Units m) by Segments, 2008–18	118
Figure 81: Thailand Make-Up Remover Market Growth Dynamics by Value, 2008–18	119
Figure 82: Thailand Make-Up Remover Market Growth Dynamics by Volume, 2008–18	120
Figure 83: Thailand Eye Make-Up Remover Market by Value (LCU m), 2008–18	121
Figure 84: Thailand Eye Make-Up Remover Market by Volume (Units m), 2008–18	122
Figure 85: Thailand Face Make-Up Remover Market by Value (LCU m), 2008–18	123
Figure 86: Thailand Face Make-Up Remover Market by Volume (Units m), 2008–18	124
Figure 87: Thailand Nail Varnish Remover Market by Value (LCU m), 2008–18	125
Figure 88: Thailand Nail Varnish Remover Market by Volume (Units m), 2008–18	126
Figure 89: Thailand Make-Up Remover Market Value by Brands (LCU m), 2010–13	128
Figure 90: Thailand Make-Up Remover Market Value by Distribution Channel (LCU m), 2010–13	131

List of Tables

Table 1: Category Definitions - Skincare Market.....	11
Table 2: Distribution Channel Definitions - Skincare Market.....	13
Table 3: Volume Units for Skincare Market	14
Table 4: Thailand Exchange Rate LCU – USD (Annual Average), 2008 – 2013	15
Table 5: Thailand Exchange Rate LCU – USD (Annual Average), 2014 – 2018 Forecast	15
Table 6: Thailand Skincare Market Value (LCU m) and Growth (Y-o-Y), 2008–18	16
Table 7: Thailand Skincare Market Value (USD m) and Growth (Y-o-Y), 2008–18	16
Table 8: Thailand Skincare Market Value (LCU m) by Category, 2008–13	17
Table 9: Thailand Skincare Market Value (LCU m) by Category, 2013–18	17
Table 10: Thailand Skincare Market Value (USD m) by Category, 2008–13	17
Table 11: Thailand Skincare Market Value (USD m) by Category, 2013–18	18
Table 12: Thailand Skincare Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Category, by Value (LCU m)	19
Table 13: Thailand Skincare Market Volume (Units m) and Growth (Y-o-Y), 2008–18	20
Table 14: Thailand Per-capita Skincare Consumption (Unit/head & Y-o-Y growth), 2008–18	21
Table 15: Thailand Skincare Market Volume (Units m) by Category, 2008–13	22
Table 16: Thailand Skincare Market Volume (Units m) by Category, 2013–18	22
Table 17: Thailand Skincare Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Category, by volume (Units m)	24
Table 18: Thailand Body Care Market Value (LCU m) and Growth (Y-o-Y), 2008–18	25
Table 19: Thailand Body Care Market Value (USD m) and Growth (Y-o-Y), 2008–18	25
Table 20: Thailand Body Care Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18	26
Table 21: Thailand Body Care Market Value (LCU m) by Segments, 2008–13	27
Table 22: Thailand Body Care Market Value (LCU m) by Segments, 2013–18	27
Table 23: Thailand Body Care Market Value (USD m) by Segments, 2008–13	27
Table 24: Thailand Body Care Market Value (USD m) by Segments, 2013–18	27
Table 25: Thailand Body Care Market Volume (Units m) and Growth (Y-o-Y), 2008–18	29
Table 26: Thailand Body Care Market Volume (Units m) by Segments, 2008–13	30
Table 27: Thailand Body Care Market Volume (Units m) by Segments, 2013–18	30
Table 28: Thailand Body Care Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Value (LCU m), by Segments	31
Table 29: Thailand Body Care Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Volume (Units m), by Segments	32
Table 30: Thailand Mass Body Care Market by Value (LCU m), 2008–18	33
Table 31: Thailand Mass Body Care Market by Value (USD m), 2008–18	33
Table 32: Thailand Mass Body Care Market by Volume (Units m), 2008–18	34
Table 33: Thailand Premium Body Care Market by Value (LCU m), 2008–18	35
Table 34: Thailand Premium Body Care Market by Value (USD m), 2008–18	35
Table 35: Thailand Premium Body Care Market by Volume (Units m), 2008–18	36
Table 36: Thailand Body Care Market Value by Brands (LCU m), 2010–13	37
Table 37: Thailand Body Care Market Value by Brands (USD m), 2010–13	38
Table 38: Thailand Body Care Market Value by Distribution Channel (LCU m), 2010–13	40
Table 39: Thailand Body Care Market Value by Distribution Channel (USD m), 2010–13	41
Table 40: Thailand Depilatories Market Value (LCU m) and Growth (Y-o-Y), 2008–18	43
Table 41: Thailand Depilatories Market Value (USD m) and Growth (Y-o-Y), 2008–18	43
Table 42: Thailand Depilatories Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18	44
Table 43: Thailand Depilatories Market Value (LCU m) by Segments, 2008–13	45
Table 44: Thailand Depilatories Market Value (LCU m) by Segments, 2013–18	45
Table 45: Thailand Depilatories Market Value (USD m) by Segments, 2008–13	45
Table 46: Thailand Depilatories Market Value (USD m) by Segments, 2013–18	45
Table 47: Thailand Depilatories Market Volume (Units m) and Growth (Y-o-Y), 2008–18	47
Table 48: Thailand Depilatories Market Volume (Units m) by Segments, 2008–13	48
Table 49: Thailand Depilatories Market Volume (Units m) by Segments, 2013–18	48
Table 50: Thailand Depilatories Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Value (LCU m), by Segments	49
Table 51: Thailand Depilatories Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Volume (Units m), by Segments	50

Table 52: Thailand Chemical Depilatories Market by Value (LCU m), 2008–18.....	51
Table 53: Thailand Chemical Depilatories Market by Value (USD m), 2008–18.....	51
Table 54: Thailand Chemical Depilatories Market by Volume (Units m), 2008–18.....	52
Table 55: Thailand Wax Strips & Wax Market by Value (LCU m), 2008–18.....	53
Table 56: Thailand Wax Strips & Wax Market by Value (USD m), 2008–18.....	53
Table 57: Thailand Wax Strips & Wax Market by Volume (Units m), 2008–18.....	54
Table 58: Thailand Depilatories Market Value by Brands (LCU m), 2010–13.....	55
Table 59: Thailand Depilatories Market Value by Brands (USD m), 2010–13.....	55
Table 60: Thailand Depilatories Market Value by Distribution Channel (LCU m), 2010–13.....	57
Table 61: Thailand Depilatories Market Value by Distribution Channel (USD m), 2010–13.....	58
Table 62: Thailand Facial Care Market Value (LCU m) and Growth (Y-o-Y), 2008–18.....	60
Table 63: Thailand Facial Care Market Value (USD m) and Growth (Y-o-Y), 2008–18.....	60
Table 64: Thailand Facial Care Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18.....	61
Table 65: Thailand Facial Care Market Value (LCU m) by Segments, 2008–13.....	62
Table 66: Thailand Facial Care Market Value (LCU m) by Segments, 2013–18.....	62
Table 67: Thailand Facial Care Market Value (USD m) by Segments, 2008–13.....	63
Table 68: Thailand Facial Care Market Value (USD m) by Segments, 2013–18.....	63
Table 69: Thailand Facial Care Market Volume (Units m) and Growth (Y-o-Y), 2008–18.....	65
Table 70: Thailand Facial Care Market Volume (Units m) by Segments, 2008–13.....	66
Table 71: Thailand Facial Care Market Volume (Units m) by Segments, 2013–18.....	66
Table 72: Thailand Facial Care Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Value (LCU m), by Segments.....	68
Table 73: Thailand Facial Care Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Volume (Units m), by Segments.....	69
Table 74: Thailand Anti-Agers Market by Value (LCU m), 2008–18.....	70
Table 75: Thailand Anti-Agers Market by Value (USD m), 2008–18.....	70
Table 76: Thailand Anti-Agers Market by Volume (Units m), 2008–18.....	71
Table 77: Thailand Cleansing Wipes Market by Value (LCU m), 2008–18.....	72
Table 78: Thailand Cleansing Wipes Market by Value (USD m), 2008–18.....	72
Table 79: Thailand Cleansing Wipes Market by Volume (Units m), 2008–18.....	73
Table 80: Thailand Exfoliating Scrubs Market by Value (LCU m), 2008–18.....	74
Table 81: Thailand Exfoliating Scrubs Market by Value (USD m), 2008–18.....	74
Table 82: Thailand Exfoliating Scrubs Market by Volume (Units m), 2008–18.....	75
Table 83: Thailand Face Mask Market by Value (LCU m), 2008–18.....	76
Table 84: Thailand Face Mask Market by Value (USD m), 2008–18.....	76
Table 85: Thailand Face Mask Market by Volume (Units m), 2008–18.....	77
Table 86: Thailand Facial Creams and Gels Market by Value (LCU m), 2008–18.....	78
Table 87: Thailand Facial Creams and Gels Market by Value (USD m), 2008–18.....	78
Table 88: Thailand Facial Creams and Gels Market by Volume (Units m), 2008–18.....	79
Table 89: Thailand Fade Cream Market by Value (LCU m), 2008–18.....	80
Table 90: Thailand Fade Cream Market by Value (USD m), 2008–18.....	80
Table 91: Thailand Fade Cream Market by Volume (Units m), 2008–18.....	81
Table 92: Thailand Night Cream Market by Value (LCU m), 2008–18.....	82
Table 93: Thailand Night Cream Market by Value (USD m), 2008–18.....	82
Table 94: Thailand Night Cream Market by Volume (Units m), 2008–18.....	83
Table 95: Thailand Other Moisturizers Market by Value (LCU m), 2008–18.....	84
Table 96: Thailand Other Moisturizers Market by Value (USD m), 2008–18.....	84
Table 97: Thailand Other Moisturizers Market by Volume (Units m), 2008–18.....	85
Table 98: Thailand Pore Strips Market by Value (LCU m), 2008–18.....	86
Table 99: Thailand Pore Strips Market by Value (USD m), 2008–18.....	86
Table 100: Thailand Pore Strips Market by Volume (Units m), 2008–18.....	87
Table 101: Thailand Toner Market by Value (LCU m), 2008–18.....	88
Table 102: Thailand Toner Market by Value (USD m), 2008–18.....	88
Table 103: Thailand Toner Market by Volume (Units m), 2008–18.....	89
Table 104: Thailand Facial Care Market Value by Brands (LCU m), 2010–13.....	90
Table 105: Thailand Facial Care Market Value by Brands (USD m), 2010–13.....	90
Table 106: Thailand Facial Care Market Value by Distribution Channel (LCU m), 2010–13.....	92
Table 107: Thailand Facial Care Market Value by Distribution Channel (USD m), 2010–13.....	93
Table 108: Thailand Hand Care Market Value (LCU m) and Growth (Y-o-Y), 2008–18.....	95
Table 109: Thailand Hand Care Market Value (USD m) and Growth (Y-o-Y), 2008–18.....	95
Table 110: Thailand Hand Care Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18.....	96
Table 111: Thailand Hand Care Market Value (LCU m) by Segments, 2008–13.....	97

Table 112: Thailand Hand Care Market Value (LCU m) by Segments, 2013–18	97
Table 113: Thailand Hand Care Market Value (USD m) by Segments, 2008–13	97
Table 114: Thailand Hand Care Market Value (USD m) by Segments, 2013–18	97
Table 115: Thailand Hand Care Market Volume (Units m) and Growth (Y-o-Y), 2008–18	99
Table 116: Thailand Hand Care Market Volume (Units m) by Segments, 2008–13	100
Table 117: Thailand Hand Care Market Volume (Units m) by Segments, 2013–18	100
Table 118: Thailand Hand Care Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Value (LCU m), by Segments	101
Table 119: Thailand Hand Care Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Volume (Units m), by Segments	102
Table 120: Thailand Mass Hand Care Market by Value (LCU m), 2008–18	103
Table 121: Thailand Mass Hand Care Market by Value (USD m), 2008–18	103
Table 122: Thailand Mass Hand Care Market by Volume (Units m), 2008–18	104
Table 123: Thailand Premium Hand Care Market by Value (LCU m), 2008–18	105
Table 124: Thailand Premium Hand Care Market by Value (USD m), 2008–18	105
Table 125: Thailand Premium Hand Care Market by Volume (Units m), 2008–18	106
Table 126: Thailand Hand Care Market Value by Brands (LCU m), 2010–13	107
Table 127: Thailand Hand Care Market Value by Brands (USD m), 2010–13	108
Table 128: Thailand Hand Care Market Value by Distribution Channel (LCU m), 2010–13	110
Table 129: Thailand Hand Care Market Value by Distribution Channel (USD m), 2010–13	111
Table 130: Thailand Make-Up Remover Market Value (LCU m) and Growth (Y-o-Y), 2008–18	113
Table 131: Thailand Make-Up Remover Market Value (USD m) and Growth (Y-o-Y), 2008–18	113
Table 132: Thailand Make-Up Remover Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18	114
Table 133: Thailand Make-Up Remover Market Value (LCU m) by Segments, 2008–13	115
Table 134: Thailand Make-Up Remover Market Value (LCU m) by Segments, 2013–18	115
Table 135: Thailand Make-Up Remover Market Value (USD m) by Segments, 2008–13	115
Table 136: Thailand Make-Up Remover Market Value (USD m) by Segments, 2013–18	115
Table 137: Thailand Make-Up Remover Market Volume (Units m) and Growth (Y-o-Y), 2008–18	117
Table 138: Thailand Make-Up Remover Market Volume (Units m) by Segments, 2008–13	118
Table 139: Thailand Make-Up Remover Market Volume (Units m) by Segments, 2013–18	118
Table 140: Thailand Make-Up Remover Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Value (LCU m), by Segments	119
Table 141: Thailand Make-Up Remover Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Volume (Units m), by Segments	120
Table 142: Thailand Eye Make-Up Remover Market by Value (LCU m), 2008–18	121
Table 143: Thailand Eye Make-Up Remover Market by Value (USD m), 2008–18	121
Table 144: Thailand Eye Make-Up Remover Market by Volume (Units m), 2008–18	122
Table 145: Thailand Face Make-Up Remover Market by Value (LCU m), 2008–18	123
Table 146: Thailand Face Make-Up Remover Market by Value (USD m), 2008–18	123
Table 147: Thailand Face Make-Up Remover Market by Volume (Units m), 2008–18	124
Table 148: Thailand Nail Varnish Remover Market by Value (LCU m), 2008–18	125
Table 149: Thailand Nail Varnish Remover Market by Value (USD m), 2008–18	125
Table 150: Thailand Nail Varnish Remover Market by Volume (Units m), 2008–18	126
Table 151: Thailand Make-Up Remover Market Value by Brands (LCU m), 2010–13	127
Table 152: Thailand Make-Up Remover Market Value by Brands (USD m), 2010–13	127
Table 153: Thailand Make-Up Remover Market Value by Distribution Channel (LCU m), 2010–13	129
Table 154: Thailand Make-Up Remover Market Value by Distribution Channel (USD m), 2010–13	130