



Colour Cosmetics in Indonesia

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Lifestyle-Driven Beauty Elevates Colour Cosmetics as Performative Purchasing and Packaging Innovation Shape Demand

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Colour Cosmetics

INDUSTRY PERFORMANCE

Lifestyle-Driven Beauty Elevates Colour Cosmetics as Performative Purchasing and Packaging Innovation Shape Demand

Chart 2 - Skintific Experiments with Cushion Cases from Denim to Pink

Clean Reimagined Drives Hybrid Innovation as Consumers Demand Skin Care Performance From Their Make-Up

Chart 3 - Y.O.U Beauty Fuses Coffee Culture with Cosmetics in Caffeine Cushion Launch

Inclusivity and Diversity Expand as Brands Address Shade Diversity

Chart 4 - Wardah Elevates Cushion Marketing with Color & Face Analysis Pop-Ups

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Lifestyle-Driven Purchasing Expected to Reward Brands That Build Community

E-Commerce Set to Lead as Tiktok Shop and Shopee Live Lead Immersive Social Commerce

Physical Retail Is Anticipated to Evolve into Immersive Ar- and Vr-Led Spaces

Chart 8 - Analyst Insight for Colour Cosmetics

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Paragon and L'Oréal Defend Leadership Amid Accelerating Local and Chinese Challengers

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Offline Retail Leads as Guardian and Watsons Remain Key Touchpoints

E-Commerce Accelerates as Social Commerce Reshapes Purchasing Behaviour

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Colour Cosmetics

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Colour Cosmetics

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Lifestyle Marketing and Community Engagement Drive Broad-Based Growth

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Lifestyle Marketing and Community Engagement Drive Broad-Based Growth

Chart 22 - Paragon Leads With Community First Marketing via Kahf and Wardah

Barrier Protection Emerges as a Cross-Category Value Driver as Hybrid Formulations Redefine Expectations

Chart 23 - Barrier Protection Extended Beyond Skincare in 2025

Inclusive Ambassador Strategies Broaden Target Audiences

Chart 24 - Male Ambassador Strategy Expands Cross Gender Reach in Baby Care and Sun Care

Chart 25 - Value Sales 2020-2030

Chart 26 - Volume Sales 2020-2030

Chart 27 - Value Sales by Category 2025

WHAT'S NEXT?

Demand for Skin Care Benefits to Drive Formula Innovation and Blur Category Boundaries

Retail to Transform as Social Commerce Reshapes Discovery and Conversion

Emerging Consumer Groups and Educational Marketing to Unlock the Next Wave of Growth

Chart 28 - Analyst Insight for Beauty and Personal Care

Chart 29 - Forecast Value Sales 2020-2030

Chart 30 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Positions Amid Strong Competition and Fragmentation

Emerging Niche Brands Gain Traction through Innovation and Targeted Marketing

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

CHANNELS

Offline Retail Leads as Brand-Retailer Collaborations Elevate In-Store Experience

E-Commerce Serves as Both a Sales Engine and Digital Marketing Amplifier

Chart 33 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Beauty and Personal Care

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Beauty and Personal Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - 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/colour-cosmetics-in-indonesia/report.