



Euromonitor
International

Beauty and Personal Care in Laos

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Unilever retains the lead in deodorants and is particularly dynamic thanks to its focus on safe, effective and long lasting protection

Deodorants enjoys wide availability across channels in Laos with small local grocers remaining the most important

Prospects and Opportunities

Growing popularity of deodorants in line with rising awareness of the importance of hygiene and increasing offer of more premium products

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Procter & Gamble retains the lead thanks to the global renown of its brands and their appeal to price-sensitive consumers

Small local grocers retains the lead in the distribution of hair care, followed by supermarkets and beauty specialists

Prospects and Opportunities

Hair care sales grow as shampoo is considered a necessity while growing increasing consumer sophistication boosts the popularity of some premium products

Increasing consumer sophistication leads to the growing popularity of hair care products

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Small local grocers retains the outright lead in depilatories followed by supermarkets

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Oral care benefits from wide distribution via small local grocers and supermarkets

Prospects and Opportunities

Steady forecast period growth for oral care thanks to growing consumer awareness and wider accessibility to brands

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Key Data Findings

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Small local grocers retains the outright lead in men's grooming followed by supermarkets, health and beauty specialists and direct selling

Prospects and Opportunities

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Men increasingly value products with natural ingredients and organic formulations

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Drive for affordable and multifunctional products and natural looking colour cosmetics drives the forecast period performance
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Unilever maintains its strong lead thanks to the popularity of its Axe brand

Fragrances are distributed among a variety of channels the most important of which are department stores, small local grocers and beauty specialists

Prospects and Opportunities

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Small local grocers, beauty specialists and department stores are the leading channels for skin care

Prospects and Opportunities

Skin care sales rise over the forecast period as demand grows for functional, science-based skin care

Growing influence of Thai, Korean and Japanese brands thanks to the further development of retail e-commerce

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Key Data Findings

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Sun care remains mainly distributed by supermarkets and health and beauty specialists

Prospects and Opportunities

Growth for sun care sales over the forecast period as consumers increasingly demand affordable and effective products

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