



# Premium Beauty and Personal Care in the Philippines

May 2026

## Premium Beauty and Personal Care in the Philippines - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Urban Middle-Income Consumers Drive Growth

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Premium Beauty and Personal Care

### INDUSTRY PERFORMANCE

Urban Middle-Income Consumers Drive Growth

Premium Fragrances and Hair Care Grow Fuelled by Lifestyle Shifts

Luxury Brands Capitalise on Pop-Ups to Boost Fragrance Sales

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

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Premium Colour Cosmetics to Lead Future Growth

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Chart 7 - Brand Shares 2025

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Multifunctional Products Drive Premiumisation Amid Evolving Consumer Behaviour

### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

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#### INDUSTRY PERFORMANCE

Multifunctional Products Drive Premiumisation Amid Evolving Consumer Behaviour

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