



Euromonitor
International

Spotlight on Asia Health and Beauty Consumers

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INTRODUCTION

Scope

Key findings

Asia Pacific: The central hub for industry trends and innovations in health and beauty

Digital integration of health and beauty market in Asia Pacific exceeds global average

Fierce competition and discerning consumers compel industry upgrades and innovation

Shifting demographics set to drive new demands in health and beauty

CONSUMER HEALTH

Research scope

Disease prevention and healthy lifestyles are prioritised more by consumers in Asia Pacific

Most Asian countries' consumers do not rate their health high, except India

Consumers anticipate new solutions that can address “modern health concerns”

Collaboration of bath bomb and sleep aids products for a lifestyle sleep aids solution

Consumers adopt diverse treatment approaches based on different health issues

Asian consumers embrace supplements in their daily routine with high health consciousness

More Asian consumers prefer brand name over-the-counter (OTC) medicines than generic

Asia Pacific consumers embrace self-healthcare facilitated by technologies

SayHeart launches AI-powered app to help simplify complex health data

For treatment information, online/social media sources are impactful in Asia Pacific

As well as widely utilised, online sources enjoy a high level of trust among consumers

Retail channel landscape shifts in Asia Pacific with online retailers' rapid growth

Douyin in China expands as a leading e-commerce platform for health products

BEAUTY AND PERSONAL CARE

Research scope

What is “beauty”? Youthful and presentable looks are more widely recognised in Asia Pacific

Value for money, suitability, and quality are top features that beauty consumers desire

The evolution of “value” in beauty and personal care products in Asia Pacific

Asia Pacific consumers prioritise premium ingredients or formulation in beauty products...

...but preference for lower-priced products increases over time

Asian beauty consumers show lower loyalty to brands, with China and South Korea standing out

“Foreign brand” as selling point will not always work, especially when local brands are thriving

Beauty devices are used more in Asia, as consumers demand highly effective routines

OGP in China combines skin care technologies with seamless tailored user experience.

Asian consumers turn to beauty apps to outsmart beauty brands in ingredients knowledge

Hwahae in South Korea facilitates beauty consumers' outsmarting decisions

E-commerce's dominance and value hacker consumers shape beauty retail in Asia Pacific

Nykaa is winning the market with beauty content and seamless experience in India e-commerce

EYE CARE AND EYEWEAR

Research scope

Digital eye strain is notable in Asia Pacific, but consumers do not plan to reduce screen time

Asian consumers prefer lifestyle-compatible approaches for vision/eye issues

Eye health benefits and convenience are the key drivers of eyewear in Asia Pacific

Beauty and luxury fashion trends are the key drivers for no-correction eyewear products

Omnichannel-driven personalisation to reshape eyewear retail landscape in Asia Pacific

TISSUE AND HYGIENE

Research scope

For menstrual care, functionality continues to be the focus, while sustainability is a nice-to-have

Unicharm: Diversify and tailor product developments to meet local preferences

Low fertility rates in Asia indicate two growth trajectories for disposable nappies/diapers market

Accelerated ageing population remains the underlying driver for adult incontinence
Hypoallergenic and natural ingredients stand out as influential cleaning product features
Disposable facial cloths gain popularity in Asia with durability and skin care advantages
Value creation of disposable wipes centres around customisation and health claims

ACTIONABLE TAKEAWAYS: WHAT THIS MEANS FOR YOU

Key topics of Asia health and beauty consumers

How do you respond to consumer needs in your role?

How our insights empower you

Read more on Passport: Asia Health and Beauty Topic Page

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