



Euromonitor  
International

# Premium Beauty and Personal Care in Bangladesh

June 2026

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

### INDUSTRY PERFORMANCE

Value Growth Remains Resilient under Price Pressure as Premium Consumers Prioritise Efficacy and Trust

Premium Colour Cosmetics Lead Growth While Skin Care Anchors Value through Essential Daily Usage

Counterfeit Risk and Demand for Transparency Reshape Purchasing Towards Trusted, Verified Brands

Chart 1 - The Ordinary's Commitment to Radical Transparency

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

### WHAT'S NEXT?

Premium Asian Brands Forecast to Capture Further Share and Intensify Competition

Digital Engagement Expected to Support Premium Adoption and Reduce Price Sensitivity

Rising Transparency Demands Set to Consolidate Purchasing around Trusted Brands

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Fragmented Market as Leading Players Hold Small Shares and Asian Brands Intensify Competition

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

### ECONOMIC CONTEXT

Chart 8 - Economic Context for Premium Beauty and Personal Care

Chart 9 - Real GDP Growth 2020-2030

Chart 10 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 11 - Consumer Context for Premium Beauty and Personal Care

Chart 12 - Population 2020-2030

Chart 13 - Consumer Expenditure 2020-2030

Chart 14 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Bangladesh - Industry Overview](#)

### EXECUTIVE SUMMARY

2025 Development

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Beauty and Personal Care

### INDUSTRY PERFORMANCE

Growth Remains Steady as Affordability Pressures Shift Demand Towards Local Brands and Reshape Purchasing Behaviour

Chart 16 - Regulation & Transparency: ACI Baby Soft

Daily Beauty Habits Expand Consumption as Lifestyle Shifts Increase Demand across Consumer Segments

Chart 17 - Lifestyle Driven Beauty: Lily by Remark

Asian Formulations Reshape Expectations as Demand for Natural, Mild and High-Efficacy Products Rises

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

## WHAT'S NEXT?

Rural Expansion and Local Brand Investment Set to Drive Steady Category Growth

Chart 21 - Analyst Insight for Beauty and Personal Care

Evolving Routines Expected to Drive Demand for Specialised and Asia-Influenced Products

Counterfeit Risks Projected to Reinforce Demand for Trusted Channels and Affordable Formats

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Multinationals Maintain Leadership as Local Brands Gain Share through Value Positioning

Local Manufacturing and Value-Led Innovation Intensify Competition in a Stable Market Structure

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

## CHANNELS

Offline Retail Remains Dominant While Digital Channels Expand Gradually

Social Commerce Expands Influence by Reshaping Engagement and Product Discovery

Chart 26 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 27 - Economic Context for Beauty and Personal Care

Chart 28 - Real GDP Growth 2020-2030

Chart 29 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 30 - Consumer Context for Beauty and Personal Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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/premium-beauty-and-personal-care-in-bangladesh/report](http://www.euromonitor.com/premium-beauty-and-personal-care-in-bangladesh/report).