

Cosmetics Markets in 5 ASEAN Countries: Key Research Findings 2014

◆ **Research Outline**

Yano Research Institute has conducted a study on the cosmetics market in the 5 ASEAN countries with the following conditions:

1. Research period: January to May, 2014
2. Research target: Manufacturers, retailers of cosmetics and industrial organizations.
3. Research methodologies: Face-to-face interviews by the expert researchers, over-the-counter survey, surveys via telephone/email, and literature research.

<What are Cosmetics Markets in Leading 5 ASEAN Countries?>

The leading 5 ASEAN countries in this research indicate Indonesia, Thailand, Philippines, Vietnam, and Malaysia. The targeted cosmetics items are categorized as follows: skincare products (skin lotion, milky lotion, moisture cream, etc.) make up products (foundation, lip sticks, eye-brows, etc.) hair-care products (shampoo, rinse, styling agents, etc.) and fragrance products (eau de colons, perfumes, etc.) Calculation of the market size is based on the yen-converted retail sales of cosmetics products in 5 ASEAN countries mentioned above.

◆ **Key Findings**

■ **Cosmetics Market Size in 5 ASEAN Countries in 2013 Estimated as 943.3 Billion Yen, 110.0% on Y-o-Y Basis**

The cosmetics market in the leading five ASEAN countries in 2013 attained 943.3 billion yen, 110.0 % of the size of the year before. The market has achieved double digit growth every year for five consecutive years. It stems from the economic growth that led to population increase and expansion of consumer spending.

■ **Future Growth Expected for Cosmetics Market in 5 ASEAN Countries**

With Growing population in both segments of middle-income and wealthy, the markets are projected to continue the rising tendency. In Indonesia, Philippines, Vietnam, and Thailand, the largest spending power seems to be the middle-income segment, whereas in Malaysia, the wealthy segment largely contributes in spending.

◆ **Report format:**

Published report: "ASEAN Cosmetics Markets 2014"

Issued on: May 30, 2014

Language: Japanese

Format: 227 pages in A4 format

Price: 150,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

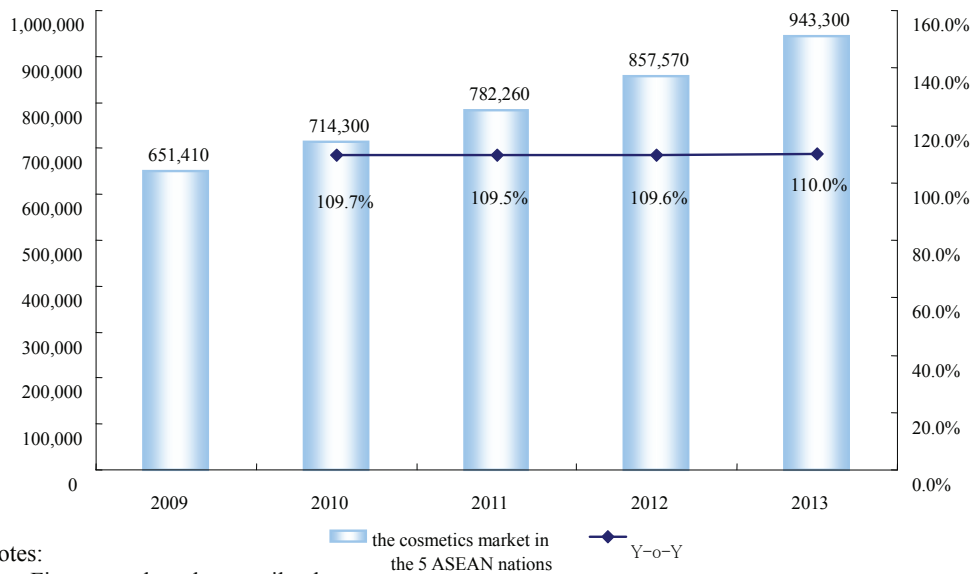
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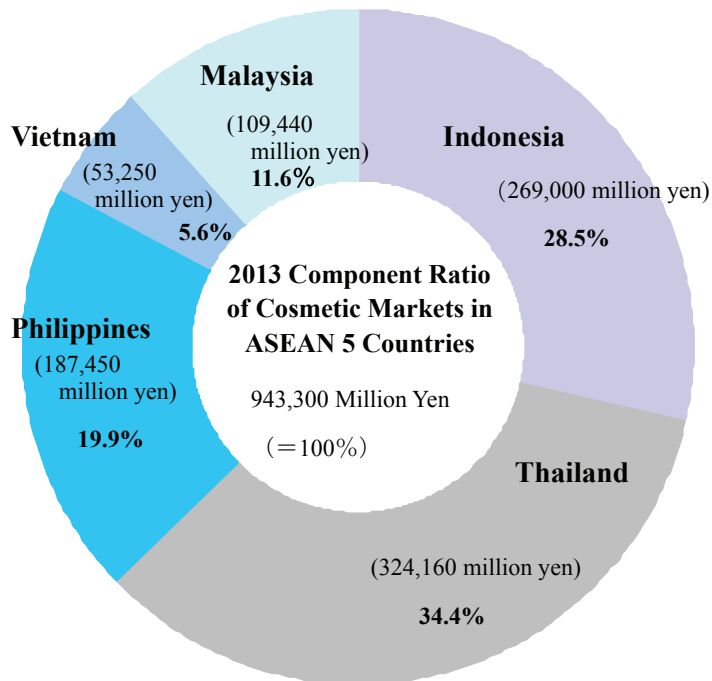
■ **Figure 1: Transition of Size of Cosmetics Markets in 5 ASEAN Countries**



Notes:

1. Figures are based on retail values.
2. The market size is calculated based on the yen-converted retail sales of cosmetics markets in each 5 ASEAN countries (Indonesia, Thailand, Philippines, Vietnam, and Malaysia) with the following exchange rates:
 * Indonesia: 1 rupiah = 0.01 yen, Thailand: 1 baht = 3.2 yen, Philippines: 1 Philippine Peso = 2.3 yen, Vietnam: 10,000 dong = 50 yen, 1 linkit = 32 yen.

■ **Figure 2: Market Size by Country and Component Ratio in 2013**



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