

The Philippines' total importation of cosmetics, toiletries, and personal care products rose slightly from \$254 million in 2010 to \$257 million in 2011. Thailand and Indonesia were the top suppliers with 33% and 21% market shares respectively.

Imports from Thailand and Indonesia were primarily toiletries that were formerly manufactured in the Philippines. These products, which are competitive with other locally produced goods, have eaten into U.S. market share. Most of the toiletries that the Philippines imported from Thailand are U.S. brands. Likewise, local cosmetics and toiletries are U.S. brands manufactured by local subsidiaries like Colgate-Palmolive, Johnson & Johnson, and Procter & Gamble; and multi-level/direct-selling companies like Avon, Sara Lee, and Mary Kay. Demand for raw materials and finished products for skin whitening and anti-ageing (glutathione, metathione, tretinoin, etc.) continues to grow. Local manufacturers of cosmetics, toiletries and personal care products use whitening ingredients to address local and export demands. Most companies include a whitening component in their entire product line -- from soaps and moisturizers to toners and UV-protection products and creams.

Philippine-made cosmetics, toiletries, and personal care products are exported to other countries, primarily to the Middle East. Some local products with whitening properties also contain natural and organic ingredients from locally available sources such as green and ripe papaya and *kalamansi*, a local lime. Other skincare preparations may contain locally sourced avocado, aloe vera, virgin coconut oil, seaweeds, and alum. The demand for cosmetics, toiletries, and personal care products continue to grow as consumers become more aware of the importance of health and hygiene. There are now also more products formulated for young skin aimed at young consumers.

Market Data

In 2011, the Philippines imported \$257 million worth of Cosmetics, Toiletries and Personal Care products. Local production is valued at approximately US\$1.3 billion, based on industry estimates that local production of Cosmetics, Toiletries, and Personal Care products is about 80% of the market.

	Total Imports	U.S.A.	Thailand
<i>2011 TOTAL</i>	\$257	\$13	\$85
<i>2010 TOTAL</i>	\$254*	\$11	\$107

Source: National Statistics Office



Breakdown of importation (market share) is as follows: Thailand - 33%; Indonesia – 21%; China – 9%; Malaysia – 9%; U.S.A. - 5%; Singapore – 5%; Germany – 2%; and from other countries -16%.

*This data differs from what was reported last year as several items have been removed from the list of products imported.