

The Philippine market offers many good opportunities for sellers of American cosmetic products, particularly skincare preparations and special skin formulas. Total imports of cosmetics, toiletries and personal care products (lip and make-up, perfumes, soaps and shampoos, skin and nail care preparations) was valued at US\$257 million in 2011.

The bulk of the cosmetics and personal care industry is supplied by local production. Importation continues to grow. Cosmetics and personal care products from Thailand dominate the market, although U.S. manufacturers still maintain a reputation for high quality and name brand recognition among Filipino consumers. Filipino consumers have an affinity for American brands and usually associate them with quality.

Among the top American imports in the sector are lipstick, oil-free make-up foundations, perfumes, skin cleansers, facial cleansers, soaps, shampoos and conditioners. Price is a strong determining factor in most Philippine cosmetic purchases. American firms such as Avon, Colgate-Palmolive, Johnson & Johnson, Procter & Gamble, Sara Lee and Unilever have manufacturing facilities in the Philippines with product readily available in most retail outlets.