

Market Intelligence Digest

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The Department of Trade and Industry - Export Marketing Bureau (DTI-EMB) is mandated to oversee the development, promotion and monitoring of Philippine exports. The DTI-EMB provides the exporters the enabling environment to make them globally competitive.

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Beautiful Disinfectants

Cosmetics giant Amorepacific has announced it will launch a new brand of hand sanitizers to meet the needs of coronavirus-wary consumers.



News brief

Amorepacific Group, which operates more than 30 different beauty and personal care brands, has announced it will offer a wider selection of disinfectant products to meet rising consumer demand following the coronavirus outbreak.

The move follows in the footsteps of other key players in South Korea's beauty industry that have recently diversified their portfolios to offset declining sales of cosmetics. According to industry experts, products like hand sanitizers are on their way to becoming beauty brands' hero products for the season and may help reduce steep losses incurred by the lack of Chinese customers.

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Why it matters

Consumers are quickly accepting the fact that beauty brands are capable of providing hygiene care products like wipes and hand sanitizers. Compared to similar goods marketed by pharmaceutical companies, offerings from beauty brands tend to have a wider range of formats, scents, and packaging designs that make them appear less clinical. Consumers may also show a bias towards facial care labels because they normally associate them with skin-enhancing formulas and mild ingredients.

What we've seen

A Helping Clean Hand: Perfume giant LVMH has started to make hand sanitizers for hospitals in order to combat the COVID-19 outbreak.

Free Hand Wash: Lush is allowing passers-by to use its sinks and soaps to wash their hands to help stop the spread of coronavirus.

This Booze is Not for Drinking: Alcohol brands are shifting focus to produce hand sanitizer in an attempt to meet demand during the COVID-19 pandemic.

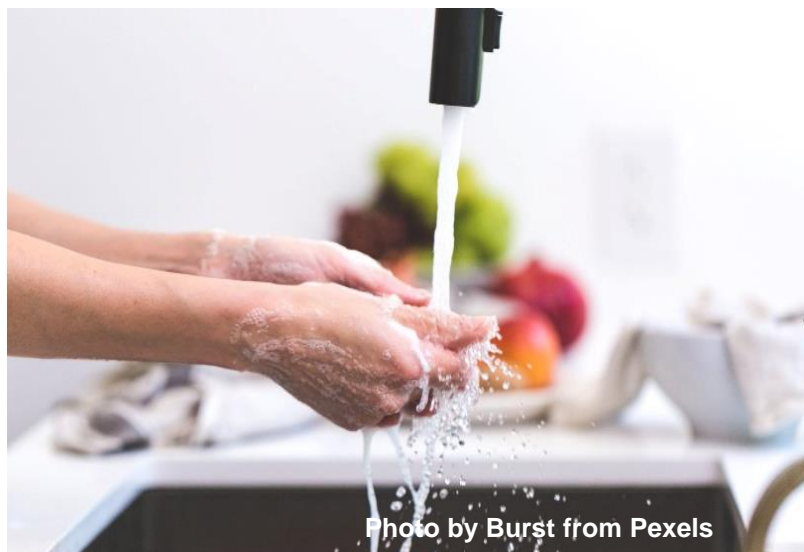


Photo by Burst from Pexels

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What's next?

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