



Beauty Domination in Indonesia

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Born in 1985 as a home industry, PT Paragon Technology and Innovation (PTI) is now growing in tandem with its goals and values to become the largest cosmetics and personal care company as well as the market leader of cosmetics in Indonesia.

> 5.000
BEAUTY
ADVISORS

STRONG BRANDS

4 DISTRIBUTION
CENTER

LARGEST

COSMETIC R&D CENTER IN INDONESIA >12.000

PARAGONIAN

>1.900 PRODUCTS























Brands created with innovation and collaboration





The Growth of Beauty in Indonesia





This is extraordinary, showing excellent prospects for the beauty industry in the make-up and skincare categories.



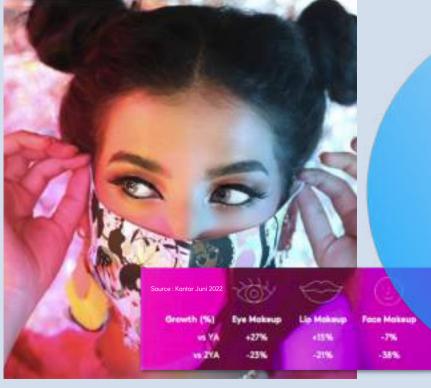


Sunscreen

is one of the product categories that has succeeded in recruiting new consumers.

(+3,3 % penetration)







Micellar water is also one of the product categories that has succeeded in recruiting new consumers. (+1.1% penetration)

Eye Make Up rebounded with a growth of 27% this year from recruiting new consumers by 1.3 million households

(source: Kantar 2022)







The Growth of

Beauty Retail in

Indonesia





Minimarket

MAT TY:

+ 4,2 % (FACE CARE)

7 % (MAKE UP)



Hyper Super Market

MAT TY:

4,6 % (FACE CARE)



General Trade

MAT TY:

- + 20,4 % (FACE CARE)
- + 42,3 % (MAKE UP)

Source: NIELSEN







Consumers read reviews from other consumers / KOL before buying products – Looking for "honest reviews" that "relate" and are "trending."



Less time for physical windowshopping,

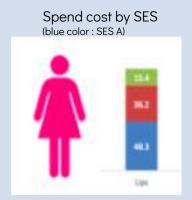
Has more time to browse for products in Digital.

More & more planned purchases vs spontaneous. More prepared than before

Value Perception Has Been Redefined

"Value perception in consumers mind is being redefined as consumer now can find economy product as good as masstige"

SES A
also spend
for lower price brand,
Especially those on 25 y.o.









BECAUSE CONSUMER ARE MORE PLANNED... Wardāh SMART COMPASSION BEING ACCESSIBLE AND OUTSTANDING STRONG PROFESSI IS MORE CRUCIAL THAN EVER

Product are available everywhere, both online and offline













Attract consumer with unique promotion

"How to make consumers want to try and buy"





