

## **Personal Care Appliances in Malaysia**

Market Direction | 2022-11-30 | 39 pages | Euromonitor

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### **Report description:**

The competitive landscape within personal care appliances remains consolidated in 2022 and still led by three multinationals brands: Oral B (Procter & Gamble), Panasonic and Philips. Panasonic provides an extensive product range, from hair care to face care and men's shavers and trimmers. The fact that the player's products offer competitive prices for both men and women has also helped it to attract price-sensitive Malaysians. Leading company Procter & Gamble owes its success to its strength wi...

Euromonitor International's Personal Care Appliances in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Body Shavers, Electric Facial Cleansers, Hair Care Appliances, Oral Care Appliances, Other Personal Care Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Personal Care Appliances market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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##### 2022 DEVELOPMENTS

Oral B leads personal care appliances in 2022, benefiting from rising demand for oral care products, while sales in body shavers slow

Oral care appliances leads growth as consumers upgrade to electric toothbrushes, but electric facial cleansers suffers lack of interest and awareness

Hair care appliances sees further growth with Dyson rising rapidly

##### PROSPECTS AND OPPORTUNITIES

Robust demand to carry personal care appliances through the forecast period

Economic uncertainty may hamper growth as manual products offer cheaper alternatives, though will benefit e-commerce

E-commerce will continue to steal share from competing distribution channels

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