

Health and Beauty Specialists in Malaysia

Market Direction | 2023-03-20 | 38 pages | Euromonitor

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Report description:

The COVID-19 pandemic helped to increase health awareness in Malaysia and this has led to an increased focus on personal wellbeing and a growing willingness to invest in consumer health products. While COVID-19 fears subsided in 2022 thanks to the country's vaccination programme and the lifting of restrictions many people were still keen to look for ways to boost their health and immunity, including investing in vitamins and dietary supplements. This focus on preventative health helped provide a...

Euromonitor International's Health and Beauty Specialists in Malaysia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Beauty Specialists, Health and Personal Care Stores, Optical Goods Stores, Pharmacies.

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

Why buy this report?

- * Get a detailed picture of the Health and Beauty Specialists 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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HEALTH AND BEAUTY SPECIALISTS IN MALAYSIA

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2022 DEVELOPMENTS

Alpro and Big Pharmacy chains see aggressive expansion

Optical goods stores register a strong recovery

Health and personal care sales see healthy growth as restrictions are relaxed

PROSPECTS AND OPPORTUNITIES

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Pharmacies will remain an important channel despite slower growth

Halal cosmetics and Korean beauty products likely to continue attracting a large following

CHANNEL DATA

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What next for retail?

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Seasonality

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Hari Raya Aidilfitri (or Hari Raya Puasa)

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