

Colour Cosmetics in Malaysia

Market Direction | 2023-04-25 | 30 pages | Euromonitor

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Report description:

The lifting of the requirement to wear face masks in public places in Malaysia at the end of 2022 helped support a partial recovery of demand for colour cosmetics, especially in categories like lip products. With COVID-19 fears subsiding and restrictions being lifted consumers also started attending more social events in 2022 while more people returned to working in the office again. This helped spark a surge in demand for colour cosmetics again, with sales having declined during 2020 and 2021.

Euromonitor International's Colour Cosmetics 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

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

Why buy this report?

- * Get a detailed picture of the Colour Cosmetics 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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Stiff competition being seen between brands offering sophisticated and affordable mass colour cosmetics

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Summary 1 Research Sources

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