

## **Fragrances in Malaysia**

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

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### **Report description:**

Sales of fragrances plummeted in 2020 as Malaysia went into lockdown and the country introduced a wide range of restrictions. The situation improved in 2021 as restrictions were eased with sales of fragrances thus seeing a partial recovery in value and volume terms. The recovery was completed in 2022 with this year seeing the complete termination of lockdown restrictions, while international tourists were also able to return without any restrictions being imposed.

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- \* Get a detailed picture of the Fragrances 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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FRAGRANCES IN MALAYSIA

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2022 DEVELOPMENTS

Significant rebound and recovery in demand for fragrances with the lifting of Malaysia's remaining COVID-19 restrictions

Renewed demand encourages the launch of new lines of premium fragrances in 2022

Strong competition seen in mass fragrances as more niche and fashion brands enter the market

PROSPECTS AND OPPORTUNITIES

Slow e-Commerce penetration expected to speed up by more manufacturers invest in online retailing

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