

## **Beauty and Personal Care in Malaysia**

Market Direction | 2023-04-25 | 134 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

### **Report description:**

Malaysia announced the removal of mandatory mask-wearing rules for both outdoor and indoor areas in 2022 - except for healthcare facilities like hospitals and clinics - as well as on public transport. Furthermore, the country also reopened its international borders in April 2022 and began welcoming international tourists back to Malaysia. This lifting of restrictions had a positive impact on many beauty and personal care categories, especially products such as colour cosmetics, fragrances and su...

Euromonitor International's Beauty and Personal Care 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: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

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

Why buy this report?

- \* Get a detailed picture of the Beauty and Personal Care 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 reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Beauty and Personal Care in Malaysia  
Euromonitor International  
May 2023

### List Of Contents And Tables

#### BEAUTY AND PERSONAL CARE IN MALAYSIA

##### EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
What next for beauty and personal care?

##### MARKET DATA

Table 1 Sales of Beauty and Personal Care by Category: Value 2017-2022  
Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022  
Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022  
Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022  
Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022  
Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022  
Table 7 Distribution of Beauty and Personal Care by Format: % Value 2017-2022  
Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2022  
Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027  
Table 10 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### MASS BEAUTY AND PERSONAL CARE IN MALAYSIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Premiumisation and the lifting of COVID-19 measures fuels growth in mass beauty and personal care  
Natural and botanical ingredients a growing priority within mass beauty and personal care  
Mass brands often compete with intense price competition while private label focuses on offering higher quality products

##### PROSPECTS AND OPPORTUNITIES

Retailers expected to ride on K-Beauty and J-Beauty waves for new product introduction  
Online retailers indicated rising competitiveness with enhancement on customer's shopping experience  
Strong potential seen in halal mass beauty and personal care

##### CATEGORY DATA

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2017-2022  
Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2017-2022  
Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2018-2022  
Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022  
Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027  
Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2022-2027

#### PREMIUM BEAUTY AND PERSONAL CARE IN MALAYSIA

##### KEY DATA FINDINGS

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## 2022 DEVELOPMENTS

Premium skin care remains highly resilient while premium colour cosmetics starts on the path to recovery

Brands turn to cross-collaboration capsule collections to build interest and excitement

Premiumisation extends to cover body care and hair care

## PROSPECTS AND OPPORTUNITIES

Premium skin care likely to remain the key growth driver

Distribution landscape set to lean towards standalone brand stores and beauty specialists

Premium beauty and personal care players continue to bank on online technology to drive sales

## CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2017-2022

Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022

Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2022-2027

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2022-2027

## BABY AND CHILD-SPECIFIC PRODUCTS IN MALAYSIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Minimal impact from inflation as baby and child-specific products continues to thrive

Parents increasingly demand natural and sensitive products for their children

Strong competition encountered from parallel imports

## PROSPECTS AND OPPORTUNITIES

Parents place value in convenient baby and child-specific toiletries

Expected rise in products made with natural components as rising number of parents with strong awareness in chemical contents within toiletries

Online retailing is becoming more competitive with a growing variety of baby and child-specific products appearing

## CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2017-2022

Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022

Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022

Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022

Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022

Table 28 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2019-2022

Table 29 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2019-2022

Table 30 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2019-2022

Table 31 Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027

Table 32 □Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

Table 33 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

## BATH AND SHOWER IN MALAYSIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Hand sanitisers sees slower growth as COVID-19 fears subside

Sharp rise in demand for bath and shower products infused with natural ingredients

Inflationary pressure boosts demand for private label among price-sensitive shoppers

## PROSPECTS AND OPPORTUNITIES

Manufacturers of bath and shower will continue to focus on enhanced features to support the trend towards self-pampering and wellbeing

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Retailers are anticipated to ride the wave of inflationary pressure by providing more discounts and promotions  
Consumers favouring convenient in 3-in-1 bath and shower products

#### CATEGORY DATA

Table 34 Sales of Bath and Shower by Category: Value 2017-2022

Table 35 Sales of Bath and Shower by Category: % Value Growth 2017-2022

Table 36 Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022

Table 37 NBO Company Shares of Bath and Shower: % Value 2018-2022

Table 38 LBN Brand Shares of Bath and Shower: % Value 2019-2022

Table 39 LBN Brand Shares of Premium Bath and Shower: % Value 2019-2022

Table 40 Forecast Sales of Bath and Shower by Category: Value 2022-2027

Table 41 Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027

Table 42 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027

#### COLOUR COSMETICS IN MALAYSIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Lifting of face mask requirements aids the recovery of colour cosmetics

Stiff competition being seen between brands offering sophisticated and affordable mass colour cosmetics

K-Beauty brands continued to flood the market with new products

##### PROSPECTS AND OPPORTUNITIES

Manufacturers expected to bank on sustainability claims to establish stronger brand loyalty

Trend towards fresh-faced looks expected to support demand for flawless and lightweight make-up options

Hybrid colour cosmetics and skin care

#### CATEGORY DATA

Table 43 Sales of Colour Cosmetics by Category: Value 2017-2022

Table 44 Sales of Colour Cosmetics by Category: % Value Growth 2017-2022

Table 45 NBO Company Shares of Colour Cosmetics: % Value 2018-2022

Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2019-2022

Table 47 LBN Brand Shares of Eye Make-up: % Value 2019-2022

Table 48 LBN Brand Shares of Facial Make-up: % Value 2019-2022

Table 49 LBN Brand Shares of Lip Products: % Value 2019-2022

Table 50 LBN Brand Shares of Nail Products: % Value 2019-2022

Table 51 LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022

Table 52 □Forecast Sales of Colour Cosmetics by Category: Value 2022-2027

Table 53 □Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

#### DEODORANTS IN MALAYSIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

New product development continues to fuel demand for deodorant sprays and roll-ons in 2022

Serum-type deodorants see strong demand from consumers thanks to effective results

Deodorants with innovative format made from natural ingredients gaining popularity

##### PROSPECTS AND OPPORTUNITIES

Promotional packs forecasted to remain a primary marketing strategy for deodorants

Demand on deodorants with hybrid functions expected to soar

Deodorant sticks likely to lose sales share to sprays and roll-ons

#### CATEGORY DATA

Table 54 Sales of Deodorants by Category: Value 2017-2022

Table 55 Sales of Deodorants by Category: % Value Growth 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 56 Sales of Deodorants by Premium vs Mass: % Value 2017-2022

Table 57 NBO Company Shares of Deodorants: % Value 2018-2022

Table 58 LBN Brand Shares of Deodorants: % Value 2019-2022

Table 59 LBN Brand Shares of Premium Deodorants: % Value 2019-2022

Table 60 Forecast Sales of Deodorants by Category: Value 2022-2027

Table 61 Forecast Sales of Deodorants by Category: % Value Growth 2022-2027

Table 62 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2022-2027

## DEPILATORIES IN MALAYSIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Reopening of the economy has a mixed impact on demand for depilatories

New product development focuses on delivering smoother skin and targeting sensitive skin

Players focus on product positioning to retain consumer interest

### PROSPECTS AND OPPORTUNITIES

Emerging shaving trend for women anticipated to lead to the expansion of women's pre-shave

Consumers expected to look out for parallel imported depilatories range from websites operated directly overseas

Strong competition from beauty salons expected to remain an obstacle to growth

### CATEGORY DATA

Table 63 Sales of Depilatories by Category: Value 2017-2022

Table 64 Sales of Depilatories by Category: % Value Growth 2017-2022

Table 65 Sales of Women's Razors and Blades by Type: % Value Breakdown 2018-2022

Table 66 NBO Company Shares of Depilatories: % Value 2018-2022

Table 67 LBN Brand Shares of Depilatories: % Value 2019-2022

Table 68 Forecast Sales of Depilatories by Category: Value 2022-2027

Table 69 Forecast Sales of Depilatories by Category: % Value Growth 2022-2027

## FRAGRANCES IN MALAYSIA

### KEY DATA FINDINGS

#### 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

Duty-free perfumeries anticipate a strong pick up, sequencing to the resumption in international travel

Sustainability a pressing concern for manufacturers packaged food fragrances

### CATEGORY DATA

Table 70 Sales of Fragrances by Category: Value 2017-2022

Table 71 Sales of Fragrances by Category: % Value Growth 2017-2022

Table 72 NBO Company Shares of Fragrances: % Value 2018-2022

Table 73 LBN Brand Shares of Fragrances: % Value 2019-2022

Table 74 LBN Brand Shares of Premium Men's Fragrances: % Value 2019-2022

Table 75 LBN Brand Shares of Premium Women's Fragrances: % Value 2019-2022

Table 76 Forecast Sales of Fragrances by Category: Value 2022-2027

Table 77 Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

## HAIR CARE IN MALAYSIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Consumers show growing willingness to experiment with conditioners and treatments in the home  
Premiumisation continues to be seen in hair care in line with evolving consumer demand for more effective products  
Health-conscious consumers attracted to botanical hair care ranges

#### PROSPECTS AND OPPORTUNITIES

Skinification of hair care should support greater diversification in the types of products available  
K-Beauty brands expected to see a growing presence in hair care  
Salon professional hair care drawing the attention of more sophisticated consumers

#### CATEGORY DATA

Table 78 Sales of Hair Care by Category: Value 2017-2022  
Table 79 Sales of Hair Care by Category: % Value Growth 2017-2022  
Table 80 Sales of Hair Care by Premium vs Mass: % Value 2017-2022  
Table 81 NBO Company Shares of Hair Care: % Value 2018-2022  
Table 82 NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022  
Table 83 LBN Brand Shares of Hair Care: % Value 2019-2022  
Table 84 LBN Brand Shares of Colourants: % Value 2019-2022  
Table 85 LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022  
Table 86 LBN Brand Shares of Styling Agents: % Value 2019-2022  
Table 87 □LBN Brand Shares of Premium Hair Care: % Value 2019-2022  
Table 88 □Forecast Sales of Hair Care by Category: Value 2022-2027  
Table 89 □Forecast Sales of Hair Care by Category: % Value Growth 2022-2027  
Table 90 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

#### MEN'S GROOMING IN MALAYSIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Men's hair care and skin care products see strong demand as life in Malaysia becomes more normalised  
Acne control a primary focus of new men's skin care products  
Men's hair care sees strong diversification within styling agents while consumers show willingness to experiment with new brands

#### PROSPECTS AND OPPORTUNITIES

Emerging number of disruptive men's grooming brands expected to appear in the forecast period as a result of rising demand  
Manufacturers of men's skin care expected to look to tap into untapped categories with high potential  
Surging demand on premium men's grooming products fuel positive outlook in forecast period

#### CATEGORY DATA

Table 91 Sales of Men's Grooming by Category: Value 2017-2022  
Table 92 Sales of Men's Grooming by Category: % Value Growth 2017-2022  
Table 93 Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022  
Table 94 Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022  
Table 95 NBO Company Shares of Men's Grooming: % Value 2018-2022  
Table 96 LBN Brand Shares of Men's Grooming: % Value 2019-2022  
Table 97 LBN Brand Shares of Men's Razors and Blades: % Value 2019-2022  
Table 98 Forecast Sales of Men's Grooming by Category: Value 2022-2027  
Table 99 Forecast Sales of Men's Grooming by Category: % Value Growth 2022-2027

#### ORAL CARE IN MALAYSIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Power toothbrushes fuel value growth in oral care  
Incorporation of natural ingredients plays a role in the premiumisation of oral care

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Strong product diversification seen within children's oral care

#### PROSPECTS AND OPPORTUNITIES

Surging inflationary pressure expected to prolong promotional period for oral care range

Oral care positioning for whitening and even youth protection with various unique ingredients anticipated dominate oral care in next few years

Surging number of oral care brands adapting to the needs of the country's Muslim population

#### CATEGORY DATA

Table 100 Sales of Oral Care by Category: Value 2017-2022

Table 101 Sales of Oral Care by Category: % Value Growth 2017-2022

Table 102 Sales of Toothbrushes by Category: Value 2017-2022

Table 103 Sales of Toothbrushes by Category: % Value Growth 2017-2022

Table 104 Sales of Toothpaste by Type: % Value Breakdown 2018-2022

Table 105 NBO Company Shares of Oral Care: % Value 2018-2022

Table 106 LBN Brand Shares of Oral Care: % Value 2019-2022

Table 107 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2019-2022

Table 108 LBN Brand Shares of Toothpaste: % Value 2019-2022

Table 109 □Forecast Sales of Oral Care by Category: Value 2022-2027

Table 110 □Forecast Sales of Oral Care by Category: % Value Growth 2022-2027

Table 111 □Forecast Sales of Toothbrushes by Category: Value 2022-2027

Table 112 □Forecast Sales of Toothbrushes by Category: % Value Growth 2022-2027

#### SKIN CARE IN MALAYSIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Skin care remains highly resilient to inflation with demand continuing on an upward trajectory

Anti-agers drive growth in skin care as consumers embrace new product developments promising effective results

Serum-based body care products receive growing investment from skin care companies

#### PROSPECTS AND OPPORTUNITIES

Korean and Japanese influenced skin care anticipated steady forecast growth

Skin whitening, brightening and sustainability key trends to look out for as consumers become increasingly savvy shoppers

More international skin care brands likely to invest in Malaysia's highly promising market while others look to expand their distribution reach

#### CATEGORY DATA

Table 113 Sales of Skin Care by Category: Value 2017-2022

Table 114 Sales of Skin Care by Category: % Value Growth 2017-2022

Table 115 NBO Company Shares of Skin Care: % Value 2018-2022

Table 116 LBN Brand Shares of Skin Care: % Value 2019-2022

Table 117 LBN Brand Shares of Basic Moisturisers: % Value 2019-2022

Table 118 LBN Brand Shares of Anti-agers: % Value 2019-2022

Table 119 LBN Brand Shares of Firming/Anti-cellulite Body Care: % Value 2019-2022

Table 120 LBN Brand Shares of General Purpose Body Care: % Value 2019-2022

Table 121 LBN Brand Shares of Premium Skin Care: % Value 2019-2022

Table 122 □Forecast Sales of Skin Care by Category: Value 2022-2027

Table 123 □Forecast Sales of Skin Care by Category: % Value Growth 2022-2027

#### SUN CARE IN MALAYSIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Reopening from country lockdown and international border push consumption on sun care

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Dermatological sun care brands are on the rise

Innovation focuses on delivering a higher SPF and different application formats

#### PROSPECTS AND OPPORTUNITIES

Higher cost of living drives the launch of more private label sun care at an affordable price

Malaysians expected to favour convenient sun care products that provide additional benefits like skin care

Self-tanning and aftersun likely to remain niche areas with limited local demand

#### CATEGORY DATA

Table 124 Sales of Sun Care by Category: Value 2017-2022

Table 125 Sales of Sun Care by Category: % Value Growth 2017-2022

Table 126 NBO Company Shares of Sun Care: % Value 2018-2022

Table 127 LBN Brand Shares of Sun Care: % Value 2019-2022

Table 128 LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022

Table 129 Forecast Sales of Sun Care by Category: Value 2022-2027

Table 130 Forecast Sales of Sun Care by Category: % Value Growth 2022-2027



## Beauty and Personal Care in Malaysia

Market Direction | 2023-04-25 | 134 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to [support@scotts-international.com](mailto:support@scotts-international.com)

### ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact [support@scotts-international.com](mailto:support@scotts-international.com) or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-09"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)