

Sun Care in Malaysia

Market Direction | 2023-04-25 | 23 pages | Euromonitor

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Report description:

The lifting of the remaining COVID-19-related international border control measures towards end of 2022 made it easier for more people to move and travel around for leisure purposes. This provided a boost to inbound tourism into Malaysia which in turn led to a strong recovery in sales of sun care, but especially sun protection. These products are widely used for beach holidays to prevent burning and skin damage.

Euromonitor International's Sun 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: Adult Sun Care, Baby and Child-specific 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 Sun 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.

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

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

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