

Personal Care Appliances in Malaysia

Market Direction | 2024-01-09 | 39 pages | Euromonitor

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Report description:

Oral care appliances continued dominate retail volume sales of personal care appliances in Malaysia in 2023 and also posted the most dynamic growth. Heightened hygiene awareness, a by-product of the pandemic's influence, has seen many consumers transition from manual to electric models and battery models with the perception that they provide superior cleaning. Battery toothbrush units led the charge in terms of growth favoured for their efficacy and advanced cleaning capabilities. The easy avail...

Euromonitor International's Personal Care Appliances 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 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Body Shavers, Electric Facial Cleansers, Hair Care Appliances, Oral Care Appliances, Other Personal Care Appliances.

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

Why buy this report?

- * Get a detailed picture of the Personal Care Appliances 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.

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2023 DEVELOPMENTS

Oral care appliances still rules, while body shavers rise and facial cleansers rise

Hair care sees solid growth as social media influencers attract more attention

Multinationals lead personal care appliances in Malaysia, while e-commerce players woo consumers with discounts and promotions

PROSPECTS AND OPPORTUNITIES

Strong growth projected for personal care appliances, with oral care remaining the largest product area as facial cleansers faces slow growth

Financial pressures may hinder stronger growth

E-Commerce expansion to persist, while niche areas gain ground

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