

Beauty and Personal Care in Malaysia

Market Direction | 2024-04-29 | 140 pages | Euromonitor

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Report description:

Beauty and personal care in Malaysia continued to rise in 2023, still benefiting from 2022's lifted restrictions reopened borders. The continued return of tourism and resumption of in-person work and study, as well as increased socialising, had a positive impact on several categories within beauty and personal care, with growth boosted by a less fraught economic context than was seen in 2022.

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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.

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Euromonitor International
April 2024

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Mass skin care busy with new brands and launches in 2023
Private label expands as players respond to evolving demand
Plant-based ingredients rise, while K-beauty and J-beauty trends continue to shape growth

PROSPECTS AND OPPORTUNITIES

Halal-positioned products to become more visible along with clean and green variants
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Premium segment benefits from influx of international players
New luxury brands enter the country via high-end shopping destinations
Local consumers show greater interest in premium hair and body care

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Stiff competition between online and offline players

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Stronger SPF in demand, with hybrid products benefiting from convenience trend

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Hybrid trend will accelerate as consumers want sun care with added functionality

Private label will benefit from value-driven consumption, and sustainability will be centred on packaging

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