

Colour Cosmetics in Malaysia

Market Direction | 2024-04-29 | 31 pages | Euromonitor

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Report description:

Colour cosmetics turned in a positive performance in Malaysia in 2023, with volume and current value sales rising robustly. Premium colour cosmetics enjoyed strong growth thanks to the fuller return of shoppers to store-based outlets, which has prompted a wave of new standalone-store openings. For example, towards the end of the review period Estee Lauder opened its latest flagship store at Mid Valley Megamall KL. Meanwhile, Nars Cosmetics looked to benefit from the renewed demand with a new ran...

Euromonitor International's Colour Cosmetics 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: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

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

Why buy this report?

- * Get a detailed picture of the Colour Cosmetics 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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