

Fragrances in Malaysia

Market Direction | 2024-04-29 | 25 pages | Euromonitor

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Report description:

Fragrances in Malaysia saw rapid and robust volume and current value growth in 2023. During the pandemic years many players within premium fragrances focused on their existing product lines, with the lack of demand discouraging investment in new product development. Some players also delayed launching new fragrances due to the lack of opportunities to market and promote them. With a more positive outlook post-pandemic, producers of premium fragrances have been active again, investing in introduc...

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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Consumers seek easy entrance to fragrances through trial-size formats

Fragrance sets/kits lead growth in mass segment, and new stick format appears

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Sustainability concerns will become more pressing in products and packaging, while pocket-sized options will grow

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