

## **Mass Beauty and Personal Care in Malaysia**

Market Direction | 2024-04-29 | 24 pages | Euromonitor

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### **Report description:**

Mass skin care in Malaysia posted strong growth in 2023, with current value sales rising at a robust rate. Development and innovation were often centred around breakthrough ingredients claimed to provide superior efficacy, such as glutathione, retinol, hyaluronic acid, and tranexamic acid, among others. Mass skin care brands Bio-essence, Wardah, and Eucerin like were active in the launch of new products boasting improved formulas: Bio-essence Bio-Age'Luxe Retinoid A Skin Expert Cream, Bio-essenc...

Euromonitor International's Mass 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin 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 Mass 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.

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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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

E-commerce will remain highly competitive distribution channel in mass beauty and personal care

Lifestyle and variety stores support further growth and new brand launches

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