

Men's Grooming in Malaysia

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

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Report description:

Men's grooming in Malaysia registered strong growth in current value terms in 2023, with volume sales also on the up. This was driven in large part the greater attention men are paying to their appearance and overall wellbeing, particularly in the case of millennials and Gen Z consumers. When it comes to men's grooming local consumers tend to prioritise hair care, and men's styling products are key to development within men's hair care. Use of these products became more frequent during 2023 as m...

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

- * Get a detailed picture of the Men's Grooming 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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