

## **Skin Care in Malaysia**

Market Direction | 2024-04-29 | 30 pages | Euromonitor

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### **Report description:**

Anti-agers continued to thrive in Malaysia in 2023, driving overall growth and development for skin care and leading growth within the category in both volume and current value terms. Anti-agers benefits from regular and frequent new and innovative product launches driven by robust and rising consumer demand. More and more Malaysians are focused on early preventative skin care routines, opting for products that promise to delay the visible signs of ageing. Anti-agers is expanding in mass and pre...

Euromonitor International's Skin 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

Why buy this report?

- \* Get a detailed picture of the Skin 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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SKIN CARE IN MALAYSIA

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New brands jump on glow-boosting bandwagon

Body care offers growth opportunities, and dermocosmetic options see increased demand

PROSPECTS AND OPPORTUNITIES

K-beauty and J-beauty will remain major influence on category development

Demand for brighteners and whiteners to rise, as premium segments benefit from further store openings

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## SOURCES

### Summary 1 Research Sources

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