

Sun Care in Malaysia

Market Direction | 2024-04-29 | 23 pages | Euromonitor

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Report description:

Sun care turned in a positive performance in Malaysia in 2023, with strong sales seen in volume and current value terms, driving mainly by growth in sun protection which was boosted by the boom in inbound tourism. Mass sun protection products from brands like L'Oreal UV, Biore UV, and Anessa witnessed slightly stronger growth compared with premium sun protection brands, with mass products being more accessible and affordable.

Euromonitor International's Sun 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: Adult Sun Care, Baby and Child-specific Sun 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 Sun 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.

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Sun care sees healthy growth in Malaysia in 2023

Derma-brands and blue-light protection attract attention

Stronger SPF in demand, with hybrid products benefiting from convenience trend

PROSPECTS AND OPPORTUNITIES

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Private label will benefit from value-driven consumption, and sustainability will be centred on packaging

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