

Beauty and Personal Care in Malaysia

Market Direction | 2024-04-29 | 140 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

Beauty and personal care in Malaysia continued to rise in 2023, still benefiting from 2022's lifted restrictions reopened borders. The continued return of tourism and resumption of in-person work and study, as well as increased socialising, had a positive impact on several categories within beauty and personal care, with growth boosted by a less fraught economic context than was seen in 2022.

Euromonitor International's 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: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, 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 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Beauty and Personal Care in Malaysia
Euromonitor International
April 2024

List Of Contents And Tables

BEAUTY AND PERSONAL CARE IN MALAYSIA

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 1 Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 7 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 10 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

MASS BEAUTY AND PERSONAL CARE IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

CATEGORY DATA

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023
Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023
Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023
Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028
Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

PREMIUM BEAUTY AND PERSONAL CARE IN MALAYSIA

KEY DATA FINDINGS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

2023 DEVELOPMENTS

Premium segment benefits from influx of international players
New luxury brands enter the country via high-end shopping destinations
Local consumers show greater interest in premium hair and body care

PROSPECTS AND OPPORTUNITIES

Premium hair skin care to continue rising rapidly
Forecast period set to see yet more luxury shopping districts and malls open in Malaysia
Digital trends will boost brands as they invest in personalisation

CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2018-2023
Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023
Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023
Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028
Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

BABY AND CHILD-SPECIFIC PRODUCTS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Parents shift to natural, multifunctional variants as they seek chemical-free convenience
Cost-conscious consumers prompt private label innovations
Parallel imports present competitive threat, while organic and botanical offerings remain in high demand

PROSPECTS AND OPPORTUNITIES

Convenience trend to continue to drive development, while facial care for children will rise
Clean and natural positioning grows in importance
Both online and offline stores to maintain strong distribution of category products

CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2018-2023
Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023
Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023
Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023
Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023
Table 28 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023
Table 29 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023
Table 30 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023
Table 31 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028
Table 32 □Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028
Table 33 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

BATH AND SHOWER IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hand sanitisers slows while body wash/shower gel leads growth
Bath and shower subject to broader trends found throughout beauty and personal care
Economic stress supports growth of private label

PROSPECTS AND OPPORTUNITIES

Bar soap will keep on falling, multifunctional options will keep on rising
Increased demand for perfumed variants as Malaysians skew towards indulgent scents
Stiff competition between online and offline players

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

CATEGORY DATA

Table 34 Sales of Bath and Shower by Category: Value 2018-2023

Table 35 Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 36 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 37 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 38 LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 39 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 40 Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 41 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 42 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

COLOUR COSMETICS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Influx of new brands and products supports growth in nail polish

Mass colour cosmetics sees premiumisation

K-beauty brands still firm favourites, boosted by retailers Watsons and Guardian

PROSPECTS AND OPPORTUNITIES

Glowing skin as future focus for innovation in make-up

Sustainability and thematic trends will impact progress

Hybrid products on the rise as consumers seek out cosmetics that benefit the skin

CATEGORY DATA

Table 43 Sales of Colour Cosmetics by Category: Value 2018-2023

Table 44 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 45 NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 47 LBN Brand Shares of Eye Make-up: % Value 2020-2023

Table 48 LBN Brand Shares of Facial Make-up: % Value 2020-2023

Table 49 LBN Brand Shares of Lip Products: % Value 2020-2023

Table 50 LBN Brand Shares of Nail Products: % Value 2020-2023

Table 51 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 52 □Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 53 □Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

DEODORANTS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Spray format leads growth, followed by roll-ons in 2023

Serums gain ground as players focus on skin-brightening

Natural trend informs innovation, and perfumed variants expand

PROSPECTS AND OPPORTUNITIES

Roll-ons and sprays will see greatest activity, while pack sizes continue to shrink

Discounts and promotions anticipated to remain crucial sales-drivers

Hybrid products will become more prevalent, offering skin care benefits

CATEGORY DATA

Table 54 Sales of Deodorants by Category: Value 2018-2023

Table 55 Sales of Deodorants by Category: % Value Growth 2018-2023

Table 56 Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 57 NBO Company Shares of Deodorants: % Value 2019-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 58 LBN Brand Shares of Deodorants: % Value 2020-2023

Table 59 LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 60 Forecast Sales of Deodorants by Category: Value 2023-2028

Table 61 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 62 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

DEPILATORIES IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Women's razors and blades drives overall growth for depilatories

Private label benefits from price sensitivity

Salon services hinder growth, and convenience and value-added features drive development

PROSPECTS AND OPPORTUNITIES

Growth will be curbed by rise of alternatives and lack of brands

Women's razors and blades to benefit further from cost-consciousness

Online retailers up their game and force store-based players to invest more in e-commerce

CATEGORY DATA

Table 63 Sales of Depilatories by Category: Value 2018-2023

Table 64 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 65 Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023

Table 66 NBO Company Shares of Depilatories: % Value 2019-2023

Table 67 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 68 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 69 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

FRAGRANCES IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth surges for fragrances in 2023

Consumers seek easy entrance to fragrances through trial-size formats

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

PROSPECTS AND OPPORTUNITIES

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

Category holds substantial growth potential

E-commerce channel likely to keep on expanding

CATEGORY DATA

Table 70 Sales of Fragrances by Category: Value 2018-2023

Table 71 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 72 NBO Company Shares of Fragrances: % Value 2019-2023

Table 73 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 74 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 75 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 76 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 77 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

HAIR CARE IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hair care sees rush of new launches boasting improved features

Natural trend drives consumers to demand more plant-based options

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Premiumisation and perfumed hair care gain traction

PROSPECTS AND OPPORTUNITIES

K-beauty brands and other imports will take up more space in competitive landscape

Future focus on scalp health and hair loss

Salon professional segment will flourish, while halal-certified hair care expands

CATEGORY DATA

Table 78 Sales of Hair Care by Category: Value 2018-2023

Table 79 Sales of Hair Care by Category: % Value Growth 2018-2023

Table 80 Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 81 NBO Company Shares of Hair Care: % Value 2019-2023

Table 82 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 83 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 84 LBN Brand Shares of Colourants: % Value 2020-2023

Table 85 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 86 LBN Brand Shares of Styling Agents: % Value 2020-2023

Table 87 □LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 88 □Forecast Sales of Hair Care by Category: Value 2023-2028

Table 89 □Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 90 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

MEN'S GROOMING IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Malaysian men show increased interest in their keeping up appearances

Men's skin care sees innovation targeting acne-related issues

Pomade-style hair care becomes more widespread

PROSPECTS AND OPPORTUNITIES

New brands will boost awareness through disruptive development

Premiumisation trend to inform innovation in men's skin care

Anti-agers benefit from greater player investment, while men's razors and blades focus on efficacy

CATEGORY DATA

Table 91 Sales of Men's Grooming by Category: Value 2018-2023

Table 92 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 93 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 94 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 95 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 96 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 97 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 98 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 99 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

ORAL CARE IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Prevention and premiumisation shape progress in oral care in 2023

Consumers shift towards natural ingredients and whitening functionality

Child-specific products become more prevalent, while gum care rises in importance

PROSPECTS AND OPPORTUNITIES

New and innovative ingredients to keep on coming

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Promotions, prevention and premiumisation will all drive growth for the forecast period
Halal-certified offerings to see more investment, and electric toothbrushes will continue to grow

CATEGORY DATA

Table 100 Sales of Oral Care by Category: Value 2018-2023

Table 101 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 102 Sales of Toothbrushes by Category: Value 2018-2023

Table 103 Sales of Toothbrushes by Category: % Value Growth 2018-2023

Table 104 Sales of Toothpaste by Type: % Value Breakdown 2019-2023

Table 105 NBO Company Shares of Oral Care: % Value 2019-2023

Table 106 LBN Brand Shares of Oral Care: % Value 2020-2023

Table 107 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023

Table 108 LBN Brand Shares of Toothpaste: % Value 2020-2023

Table 109 □Forecast Sales of Oral Care by Category: Value 2023-2028

Table 110 □Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

Table 111 □Forecast Sales of Toothbrushes by Category: Value 2023-2028

Table 112 □Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

SKIN CARE IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Anti-agers drives overall growth for skin care

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

International players will strengthen their foothold, while new tech accelerates personalisation trend

CATEGORY DATA

Table 113 Sales of Skin Care by Category: Value 2018-2023

Table 114 Sales of Skin Care by Category: % Value Growth 2018-2023

Table 115 NBO Company Shares of Skin Care: % Value 2019-2023

Table 116 LBN Brand Shares of Skin Care: % Value 2020-2023

Table 117 LBN Brand Shares of Basic Moisturisers: % Value 2020-2023

Table 118 LBN Brand Shares of Anti-agers: % Value 2020-2023

Table 119 LBN Brand Shares of Firming Body Care: % Value 2020-2023

Table 120 LBN Brand Shares of General Purpose Body Care: % Value 2020-2023

Table 121 LBN Brand Shares of Premium Skin Care: % Value 2020-2023

Table 122 □Forecast Sales of Skin Care by Category: Value 2023-2028

Table 123 □Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

SUN CARE IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

Hybrid trend will accelerate as consumers want sun care with added functionality

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Self-tanning and aftersun to see only slow growth and limited development during forecast period

CATEGORY DATA

Table 124 Sales of Sun Care by Category: Value 2018-2023

Table 125 Sales of Sun Care by Category: % Value Growth 2018-2023

Table 126 NBO Company Shares of Sun Care: % Value 2019-2023

Table 127 LBN Brand Shares of Sun Care: % Value 2020-2023

Table 128 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 129 Forecast Sales of Sun Care by Category: Value 2023-2028

Table 130 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Beauty and Personal Care in Malaysia

Market Direction | 2024-04-29 | 140 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com