

Fragrances in Malaysia

Market Direction | 2024-04-29 | 25 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Fragrances in Malaysia saw rapid and robust volume and current value growth in 2023. During the pandemic years many players within premium fragrances focused on their existing product lines, with the lack of demand discouraging investment in new product development. Some players also delayed launching new fragrances due to the lack of opportunities to market and promote them. With a more positive outlook post-pandemic, producers of premium fragrances have been active again, investing in introduc...

Euromonitor International's Fragrances 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 Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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:

Fragrances in Malaysia
Euromonitor International
April 2024

List Of Contents And Tables

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 1 Sales of Fragrances by Category: Value 2018-2023

Table 2 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Fragrances: % Value 2019-2023

Table 4 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 5 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 6 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 7 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 8 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

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 9 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 14 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 15 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 16 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 17 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 18 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Fragrances in Malaysia

Market Direction | 2024-04-29 | 25 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-10
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com