

## **Premium Beauty and Personal Care in Malaysia**

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

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### **Report description:**

Premium beauty and personal care continued to flourish in Malaysia in 2023, with the fuller return to in-person and the increase in inbound tourism helping to fuel growth. Premium skin care was one of the top performers as sales rose rapidly, thanks in large part to stronger focus on the benefits of a good skin care routine to fight off signs of ageing and to maintain healthy and vibrant skin. Premium skin care also benefitted from the entrance of more international premium skin care brands towa...

Euromonitor International's Premium 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: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium Skin 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 Premium 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.

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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

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