

Skin Care in Malaysia

April 2024

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Skin Care in Malaysia - Category analysis

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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

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