Fragrances in Malaysia

April 2024

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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

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Sustainability concerns will become more pressing in products and packaging, while pocket-sized options will grow
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E-commerce channel likely to keep on expanding

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