Fragrances in Malaysia
April 2023
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**Fragrances in Malaysia - Category analysis**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Significant rebound and recovery in demand for fragrances with the lifting of Malaysia’s remaining COVID-19 restrictions

Renewed demand encourages the launch of new lines of premium fragrances in 2022

Strong competition seen in mass fragrances as more niche and fashion brands enter the market

**PROSPECTS AND OPPORTUNITIES**

Slow e-Commerce penetration expected to speed up by more manufacturers invest in online retailing

Duty-free perfumeries anticipate a strong pick up, sequencing to the resumption in international travel

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**DISCLAIMER**

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Summary 1 - Research Sources
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- **Strategy Briefings**: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles**: Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports**: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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