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?

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DISCLAIMER

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Baby and Child-Specific Products in Malaysia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Parents shift to natural, multifunctional variants as they seek chemical-free convenience
Cost-conscious consumers prompt private label innovations
Parallel imports present competitive threat, while organic and botanical offerings remain in high demand

PROSPECTS AND OPPORTUNITIES

Convenience trend to continue to drive development, while facial care for children will rise
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Both online and offline stores to maintain strong distribution of category products

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Bath and Shower in Malaysia
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2023 DEVELOPMENTS

Hand sanitisers slows while body wash/shower gel leads growth
Bath and shower subject to broader trends found throughout beauty and personal care
Economic stress supports growth of private label

PROSPECTS AND OPPORTUNITIES

Bar soap will keep on falling, multifunctional options will keep on rising
Increased demand for perfumed variants as Malaysians skew towards indulgent scents
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Colour Cosmetics in Malaysia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Influx of new brands and products supports growth in nail polish
Mass colour cosmetics sees premiumisation
K-beauty brands still firm favourites, boosted by retailers Watsons and Guardian

PROSPECTS AND OPPORTUNITIES

Glowing skin as future focus for innovation in make-up
Sustainability and thematic trends will impact progress
Hybrid products on the rise as consumers seek out cosmetics that benefit the skin

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Deodorants in Malaysia

KEY DATA FINDINGS

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Spray format leads growth, followed by roll-ons in 2023
Serums gain ground as players focus on skin-brightening
Natural trend informs innovation, and perfumed variants expand

PROSPECTS AND OPPORTUNITIES
Roll-ons and sprays will see greatest activity, while pack sizes continue to shrink
Discounts and promotions anticipated to remain crucial sales-drivers
Hybrid products will become more prevalent, offering skin care benefits

CATEGORY DATA
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Depilatories in Malaysia

KEY DATA FINDINGS
2023 DEVELOPMENTS
Women’s razors and blades drives overall growth for depilatories
Private label benefits from price sensitivity
Salon services hinder growth, and convenience and value-added features drive development

PROSPECTS AND OPPORTUNITIES
Growth will be curbed by rise of alternatives and lack of brands
Women’s razors and blades to benefit further from cost-consciousness
Online retailers up their game and force store-based players to invest more in e-commerce

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Fragrances in Malaysia

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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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hair care sees rush of new launches boasting improved features
Natural trend drives consumers to demand more plant-based options
Premiumisation and perfumed hair care gain traction

PROSPECTS AND OPPORTUNITIES

K-beauty brands and other imports will take up more space in competitive landscape
Future focus on scalp health and hair loss
Salon professional segment will flourish, while halal-certified hair care expands

CATEGORY DATA

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Men's Grooming in Malaysia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Malaysian men show increased interest in their keeping up appearances
Men's skin care sees innovation targeting acne-related issues
Pomade-style hair care becomes more widespread

PROSPECTS AND OPPORTUNITIES

New brands will boost awareness through disruptive development
Premiumisation trend to inform innovation in men's skin care
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Oral Care in Malaysia

KEY DATA FINDINGS

2023 DEVELOPMENTS
Prevention and premiumisation shape progress in oral care in 2023
Consumers shift towards natural ingredients and whitening functionality
Child-specific products become more prevalent, while gum care rises in importance

PROSPECTS AND OPPORTUNITIES
New and innovative ingredients to keep on coming
Promotions, prevention and premiumisation will all drive growth for the forecast period
Halal-certified offerings to see more investment, and electric toothbrushes will continue to grow

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Skin Care in Malaysia

KEY DATA FINDINGS

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
Sun Care in Malaysia

KEY DATA FINDINGS

2023 DEVELOPMENTS
Sun care sees healthy growth in Malaysia in 2023
Derma-brands and blue-light protection attract attention
Stronger SPF in demand, with hybrid products benefiting from convenience trend

PROSPECTS AND OPPORTUNITIES
Hybrid trend will accelerate as consumers want sun care with added functionality
Private label will benefit from value-driven consumption, and sustainability will be centred on packaging
Self-tanning and aftersun to see only slow growth and limited development during forecast period

Premium Beauty and Personal Care in Malaysia

KEY DATA FINDINGS

2023 DEVELOPMENTS
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

PROSPECTS AND OPPORTUNITIES
Premium hair skin care to continue rising rapidly
Forecast period set to see yet more luxury shopping districts and malls open in Malaysia
Digital trends will boost brands as they invest in personalisation
Mass Beauty and Personal Care in Malaysia

KEY DATA FINDINGS

2023 DEVELOPMENTS
Mass skin care busy with new brands and launches in 2023
Private label expands as players respond to evolving demand
Plant-based ingredients rise, while K-beauty and J-beauty trends continue to shape growth

PROSPECTS AND OPPORTUNITIES
Halal-positioned products to become more visible along with clean and green variants
E-commerce will remain highly competitive distribution channel in mass beauty and personal care
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CATEGORY DATA

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