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?

MARKET DATA

Table 1 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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
Clean and natural positioning grows in importance
Both online and offline stores to maintain strong distribution of category products

CATEGORY DATA

Table 11 - Sales of Baby and Child-specific Products by Category: Value 2018-2023
Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023
Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023
Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023
Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023
Table 16 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023
Table 17 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023
Table 18 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023
Table 19 - Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028
Table 20 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028
Table 21 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

Bath and Shower in Malaysia
KEY DATA FINDINGS

2023 DEVELOPMENTS
Hand sanitisers slow 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
Stiff competition between online and offline players

CATEGORY DATA
Table 22 - Sales of Bath and Shower by Category: Value 2018-2023
Table 23 - Sales of Bath and Shower by Category: % Value Growth 2018-2023
Table 24 - Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023
Table 25 - NBO Company Shares of Bath and Shower: % Value 2019-2023
Table 26 - LBN Brand Shares of Bath and Shower: % Value 2020-2023
Table 27 - LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023
Table 28 - Forecast Sales of Bath and Shower by Category: Value 2023-2028
Table 29 - Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028
Table 30 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

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

CATEGORY DATA
Table 31 - Sales of Colour Cosmetics by Category: Value 2018-2023
Table 32 - Sales of Colour Cosmetics by Category: % Value Growth 2018-2023
Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2019-2023
Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2020-2023
Table 35 - LBN Brand Shares of Eye Make-up: % Value 2020-2023
Table 36 - LBN Brand Shares of Facial Make-up: % Value 2020-2023
Table 37 - LBN Brand Shares of Lip Products: % Value 2020-2023
Table 38 - LBN Brand Shares of Nail Products: % Value 2020-2023
Table 39 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023
Table 40 - Forecast Sales of Colour Cosmetics by Category: Value 2023-2028
Table 41 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

Deodorants in Malaysia

KEY DATA FINDINGS

2023 DEVELOPMENTS
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
Table 42 - Sales of Deodorants by Category: Value 2018-2023
Table 43 - Sales of Deodorants by Category: % Value Growth 2018-2023
Table 44 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023
Table 45 - NBO Company Shares of Deodorants: % Value 2019-2023
Table 46 - LBN Brand Shares of Deodorants: % Value 2020-2023
Table 47 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023
Table 48 - Forecast Sales of Deodorants by Category: Value 2023-2028
Table 49 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028
Table 50 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

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

CATEGORY DATA
Table 51 - Sales of Depilatories by Category: Value 2018-2023
Table 52 - Sales of Depilatories by Category: % Value Growth 2018-2023
Table 53 - Sales of Women’s Razors and Blades by Type: % Value Breakdown 2019-2023
Table 54 - NBO Company Shares of Depilatories: % Value 2019-2023
Table 55 - LBN Brand Shares of Depilatories: % Value 2020-2023
Table 56 - Forecast Sales of Depilatories by Category: Value 2023-2028
Table 57 - Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

Fragrances in Malaysia

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

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

CATEGORY DATA
Table 58 - Sales of Fragrances by Category: Value 2018-2023
Table 59 - Sales of Fragrances by Category: % Value Growth 2018-2023
Table 60 - NBO Company Shares of Fragrances: % Value 2019-2023
Table 61 - LBN Brand Shares of Fragrances: % Value 2020-2023
Table 62 - LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023
Table 63 - LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023
Table 64 - Forecast Sales of Fragrances by Category: Value 2023-2028
Table 65 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

Hair Care in Malaysia

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
Table 66 - Sales of Hair Care by Category: Value 2018-2023
Table 67 - Sales of Hair Care by Category: % Value Growth 2018-2023
Table 68 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023
Table 69 - NBO Company Shares of Hair Care: % Value 2019-2023
Table 70 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023
Table 71 - LBN Brand Shares of Hair Care: % Value 2020-2023
Table 72 - LBN Brand Shares of Colourants: % Value 2020-2023
Table 73 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023
Table 74 - LBN Brand Shares of Styling Agents: % Value 2020-2023
Table 75 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023
Table 76 - Forecast Sales of Hair Care by Category: Value 2023-2028
Table 77 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028
Table 78 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

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
Anti-agers benefit from greater player investment, while men's razors and blades focus on efficacy
**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

**CATEGORY DATA**

Table 88 - Sales of Oral Care by Category: Value 2018-2023
Table 89 - Sales of Oral Care by Category: % Value Growth 2018-2023
Table 90 - Sales of Toothbrushes by Category: Value 2018-2023
Table 91 - Sales of Toothbrushes by Category: % Value Growth 2018-2023
Table 92 - Sales of Toothpaste by Type: % Value Breakdown 2019-2023
Table 93 - NBO Company Shares of Oral Care: % Value 2019-2023
Table 94 - LBN Brand Shares of Oral Care: % Value 2020-2023
Table 95 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023
Table 96 - LBN Brand Shares of Toothpaste: % Value 2020-2023
Table 97 - Forecast Sales of Oral Care by Category: Value 2023-2028
Table 98 - Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
Table 99 - Forecast Sales of Toothbrushes by Category: Value 2023-2028
Table 100 - Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

**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
KEY DATA FINDINGS

SUN CARE IN MALAYSIA

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

CATEGORY DATA
Table 112 - Sales of Sun Care by Category: Value 2018-2023
Table 113 - Sales of Sun Care by Category: % Value Growth 2018-2023
Table 114 - NBO Company Shares of Sun Care: % Value 2019-2023
Table 115 - LBN Brand Shares of Sun Care: % Value 2020-2023
Table 116 - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023
Table 117 - Forecast Sales of Sun Care by Category: Value 2023-2028
Table 118 - Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

PREMIUM BEAUTY AND PERSONAL CARE IN MALAYSIA

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

CATEGORY DATA
Table 119 - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023
Table 120 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 121 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023
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
Lifestyle and variety stores support further growth and new brand launches

CATEGORY DATA
Table 125 - Sales of Mass Beauty and Personal Care by Category: Value 2018-2023
Table 126 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 127 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023
Table 128 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023
Table 129 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028
Table 130 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

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