EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

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DISCLAIMER

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2022 DEVELOPMENTS

Minimal impact from inflation as baby and child-specific products continues to thrive
Parents increasingly demand natural and sensitive products for their children
Strong competition encountered from parallel imports

PROSPECTS AND OPPORTUNITIES

Parents place value in convenient baby and child-specific toiletries
Expected rise in products made with natural components as rising number of parents with strong awareness in chemical contents within toiletries
Online retailing is becoming more competitive with a growing variety of baby and child-specific products appearing

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Bath and Shower in Malaysia
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2022 DEVELOPMENTS

Hand sanitisers sees slower growth as COVID-19 fears subside
Sharp rise in demand for bath and shower products infused with natural ingredients
Inflationary pressure boosts demand for private label among price-sensitive shoppers

PROSPECTS AND OPPORTUNITIES

Manufacturers of bath and shower will continue to focus on enhanced features to support the trend towards self-pampering and wellbeing
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Colour Cosmetics in Malaysia

KEY DATA FINDINGS

2022 DEVELOPMENTS

Lifting of face mask requirements aids the recovery of colour cosmetics
Stiff competition being seen between brands offering sophisticated and affordable mass colour cosmetics
K-Beauty brands continued to flood the market with new products

PROSPECTS AND OPPORTUNITIES

Manufacturers expected to bank on sustainability claims to establish stronger brand loyalty
Trend towards fresh-faced looks expected to support demand for flawless and lightweight make-up options
Hybrid colour cosmetics and skin care

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Deodorants in Malaysia

KEY DATA FINDINGS

2022 DEVELOPMENTS
New product development continues to fuel demand for deodorant sprays and roll-ons in 2022
Serum-type deodorants see strong demand from consumers thanks to effective results
Deodorants with innovative format made from natural ingredients gaining popularity

PROSPECTS AND OPPORTUNITIES
Promotional packs forecasted to remain a primary marketing strategy for deodorants
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Depilatories in Malaysia

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Reopening of the economy has a mixed impact on demand for depilatories
New product development focuses on delivering smoother skin and targeting sensitive skin
Players focus on product positioning to retain consumer interest

PROSPECTS AND OPPORTUNITIES
Emerging shaving trend for women anticipated to lead to the expansion of women’s pre-shave
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Fragrances in Malaysia

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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
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**Hair Care in Malaysia**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Consumers show growing willingness to experiment with conditioners and treatments in the home

Premiumisation continues to be seen in hair care in line with evolving consumer demand for more effective products

Health-conscious consumers attracted to botanical hair care ranges

**PROSPECTS AND OPPORTUNITIES**

Skinification of hair care should support greater diversification in the types of products available

K-Beauty brands expected to see a growing presence in hair care

Salon professional hair care drawing the attention of more sophisticated consumers

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**Men’s Grooming in Malaysia**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Men’s hair care and skin care products see strong demand as life in Malaysia becomes more normalised

Acne control a primary focus of new men’s skin care products

Men’s hair care sees strong diversification within styling agents while consumers show willingness to experiment with new brands

**PROSPECTS AND OPPORTUNITIES**

Emerging number of disruptive men’s grooming brands expected to appear in the forecast period as a result of rising demand

Manufacturers of men’s skin care expected to look to tap into untapped categories with high potential

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Oral Care in Malaysia

KEY DATA FINDINGS

2022 DEVELOPMENTS

Power toothbrushes fuel value growth in oral care
Incorporation of natural ingredients plays a role in the premiumisation of oral care
Strong product diversification seen within children’s oral care

PROSPECTS AND OPPORTUNITIES

Surging inflationary pressure expected to prolong promotional period for oral care range
Oral care positioning for whitening and even youth protection with various unique ingredients anticipated dominate oral care in next few years
Surging number of oral care brands adapting to the needs of the country’s Muslim population

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Skin Care in Malaysia

KEY DATA FINDINGS

2022 DEVELOPMENTS

Skin care remains highly resilient to inflation with demand continuing on an upward trajectory
Anti-agers drive growth in skin care as consumers embrace new product developments promising effective results
Serum-based body care products receive growing investment from skin care companies

PROSPECTS AND OPPORTUNITIES

Korean and Japanese influenced skin care anticipated steady forecast growth
Skin whitening, brightening and sustainability key trends to look out for as consumers become increasingly savvy shoppers
More international skin care brands likely to invest in Malaysia’s highly promising market while others look to expand their distribution reach
KEY DATA FINDINGS

2022 DEVELOPMENTS

Sun Care in Malaysia

Reopening from country lockdown and international border push consumption on sun care
Dermatological sun care brands are on the rise
Innovation focuses on delivering a higher SPF and different application formats

PROSPECTS AND OPPORTUNITIES

Higher cost of living drives the launch of more private label sun care at an affordable price
Malaysians expected to favour convenient sun care products that provide additional benefits like skin care
Self-tanning and aftersun likely to remain niche areas with limited local demand

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Premium Beauty and Personal Care in Malaysia

KEY DATA FINDINGS

2022 DEVELOPMENTS

Premium skin care remains highly resilient while premium colour cosmetics starts on the path to recovery
Brands turn to cross-collaboration capsule collections to build interest and excitement
Premiumisation extends to cover body care and hair care

PROSPECTS AND OPPORTUNITIES

Premium skin care likely to remain the key growth driver
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Premium beauty and personal care players continue to bank on online technology to drive sales

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Mass Beauty and Personal Care in Malaysia

KEY DATA FINDINGS

2022 DEVELOPMENTS
Premiumisation and the lifting of COVID-19 measures fuels growth in mass beauty and personal care
Natural and botanical ingredients a growing priority within mass beauty and personal care
Mass brands often compete with intense price competition while private label focuses on offering higher quality products

PROSPECTS AND OPPORTUNITIES
Retailers expected to ride on K-Beauty and J-Beauty waves for new product introduction
Online retailers indicated rising competitiveness with enhancement on customer’s shopping experience
Strong potential seen in halal mass beauty and personal care

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