Beauty and Personal Care in Malaysia
April 2023

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Beauty and Personal Care in Malaysia

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Parents increasingly demand natural and sensitive products for their children
Strong competition encountered from parallel imports

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Parents place value in convenient baby and child-specific toiletries
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**PROSPECTS AND OPPORTUNITIES**

Emerging number of disruptive men’s grooming brands expected to appear in the forecast period as a result of rising demand
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Surging demand on premium men’s grooming products fuel positive outlook in forecast period
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- Power toothbrushes fuel value growth in oral care
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- 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

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**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

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

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