Sun Care in Malaysia
April 2023
Table of Contents
Sun Care in Malaysia - Category analysis

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
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

CATEGORY DATA
Table 1 - Sales of Sun Care by Category: Value 2017-2022
Table 2 - Sales of Sun Care by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Sun Care: % Value 2018-2022
Table 4 - LBN Brand Shares of Sun Care: % Value 2019-2022
Table 5 - LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022
Table 6 - Forecast Sales of Sun Care by Category: Value 2022-2027
Table 7 - Forecast Sales of Sun Care by Category: % Value Growth 2022-2027

Beauty and Personal Care in Malaysia - Industry Overview

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?

MARKET DATA
Table 8 - Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 9 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 10 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 11 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 12 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 13 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 17 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES
Summary 1 - Research Sources

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