Depilatories in Malaysia - Category analysis

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 1 - Sales of Depilatories by Category: Value 2018-2023
Table 2 - Sales of Depilatories by Category: % Value Growth 2018-2023
Table 3 - Sales of Women’s Razors and Blades by Type: % Value Breakdown 2019-2023
Table 4 - NBO Company Shares of Depilatories: % Value 2019-2023
Table 5 - LBN Brand Shares of Depilatories: % Value 2020-2023
Table 6 - Forecast Sales of Depilatories by Category: Value 2023-2028
Table 7 - Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

Beauty and Personal Care in Malaysia - Industry Overview

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 8 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 9 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 10 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
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Table 13 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
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DISCLAIMER

SOURCES
Summary 1 - Research Sources

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