



Euromonitor
International

Skin Care in Malaysia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong demand growth amidst the rapid engagement of proactive skin care routines

The highly fragmented competitive landscape features dynamic existing and new competitors

Strong development in the distribution of skin care featuring concept stores, wider assortments and omnichannel initiatives

PROSPECTS AND OPPORTUNITIES

Stiff competition between premium and mass skin care in conjunction with soaring numbers of brand launches

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DISCLAIMER

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