KEY DATA FINDINGS

2023 DEVELOPMENTS
Parents shift to natural, multifunctional variants as they seek chemical-free convenience
Cost-conscious consumers prompt private label innovations
Parallel imports present competitive threat, while organic and botanical offerings remain in high demand

PROSPECTS AND OPPORTUNITIES
Convenience trend to continue to drive development, while facial care for children will rise
Clean and natural positioning grows in importance
Both online and offline stores to maintain strong distribution of category products

CATEGORY DATA
Table 1 - Sales of Baby and Child-specific Products by Category: Value 2018-2023
Table 2 - Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023
Table 3 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023
Table 4 - GBO Company Shares of Baby and Child-specific Products: % Value 2019-2023
Table 5 - LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023
Table 6 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023
Table 7 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023
Table 8 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023
Table 9 - Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028
Table 10 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028
Table 11 - Forecast Sales of Baby and Child-specific Skin Care: % Value 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 12 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
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Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES
Summary 1 - Research Sources
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