Men's Grooming in Malaysia

April 2024

Table of Contents
Men's Grooming in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS
Malaysian men show increased interest in their keeping up appearances
Men's skin care sees innovation targeting acne-related issues
Pomade-style hair care becomes more widespread

PROSPECTS AND OPPORTUNITIES
New brands will boost awareness through disruptive development
Premiumisation trend to inform innovation in men's skin care
Anti-agers benefit from greater player investment, while men's razors and blades focus on efficacy

CATEGORY DATA
Table 1 - Sales of Men's Grooming by Category: Value 2018-2023
Table 2 - Sales of Men's Grooming by Category: % Value Growth 2018-2023
Table 3 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023
Table 4 - Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023
Table 5 - NBO Company Shares of Men's Grooming: % Value 2019-2023
Table 6 - LBN Brand Shares of Men's Grooming: % Value 2020-2023
Table 7 - LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023
Table 8 - Forecast Sales of Men's Grooming by Category: Value 2023-2028
Table 9 - Forecast Sales of Men's Grooming 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 10 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER
SOURCES
Summary 1 - Research Sources

About Euromonitor International
Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research
spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings**: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles**: Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports**: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/mens-grooming-in-malaysia/report](http://www.euromonitor.com/mens-grooming-in-malaysia/report).