Premium Beauty and Personal Care in Malaysia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Premium skin care remains highly resilient while premium colour cosmetics starts on the path to recovery
Brands turn to cross-collaboration capsule collections to build interest and excitement
Premiumisation extends to cover body care and hair care

PROSPECTS AND OPPORTUNITIES
Premium skin care likely to remain the key growth driver
Distribution landscape set to lean towards standalone brand stores and beauty specialists
Premium beauty and personal care players continue to bank on online technology to drive sales

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

EXECUTIVE SUMMARY

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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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