Euromonitor International

Health and Beauty Specialists in Malaysia

May 2026

Table of Contents

Health and Beauty Specialists in Malaysia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Health and Beauty Specialists Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Health and Beauty Specialists

INDUSTRY PERFORMANCE

Positive Results From All Channels in Health and Beauty Specialists
Watsons and Wow Beauty Boost Engagement with Experiential Retail Formats
Chart 2 - Watsons Pink launches in Malaysia
Chart 3 - Wow Beauty opens first store in Malaysia at Pavilion Bukit Jalil
Pharmacies Attract Health-Conscious Shoppers as Growth Leaders
Chart 4 - Value Sales 2020-2030
Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Watsons and Guardian Drive Growth with Experiential and Premium Concepts
L'Oréal, Wow Beauty, and Watson's Fuel Digital and Social Innovation
Chart 6 - Forecast Value Sales 2020-2030
Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Watsons Leverages Experiential Events and Innovation to Extend Its Lead
Chart 8 - Analyst Insight for Health and Beauty Specialists
Chart 9 - Company Shares 2025
Chart 10 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Health and Beauty Specialists
Chart 12 - Real Gdp Growth 2020-2030
Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Health and Beauty Specialists
Chart 15 - Population 2020-2030
Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in Malaysia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Retail Growth Slows as Consumers Seek Greater Value-For-Money

Chart 18 - Leading dollar-shop Eco Shop continues with aggressive expansion plans
Appliances and Electronics Specialists Retain Lead Despite Softening Demand
Ikea Reinvents Store Experience to Drive Physical Footfall and Brand Connection
Chart 19 - Ikea Malaysia creates in-store immersive house party
Chart 20 - Value Sales 2020-2030
Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Strong Focus on Value Amid Cost Pressures Fuels Retail Growth
Shopee, Lazada and Tiktok Shop Expand Social Commerce Reach
Chart 22 - Forecast Value Sales 2020-2030
Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Shopee and 99 Speedmart Sustain Leadership as Retail Remains Fragmented
Chart 24 - Analyst Insight for Retail
Wow Beauty and Jaya Grocer Signature Set New Experiential Benchmarks
Chart 25 - Wow Beauty delivers experiential retail at Pavilion Bukit Jalil
Chart 26 - Jaya Grocer reveals first Signature Outlet at KLGCC Mall
Chart 27 - Company Shares 2025
Chart 28 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail
Opening Hours for Physical Retail
Summary 1 - Standard Opening Hours by Channel Type 2025
Seasonality
Chinese New Year
Hari Raya Aidilfitri
Deepavali
Christmas

ECONOMIC CONTEXT

Chart 29 - Economic Context for Retail
Chart 30 - Real Gdp Growth 2020-2030
Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Retail
Chart 33 - Population 2020-2030
Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/health-and-beauty-specialists-in-malaysia/report.