

Fragrances in Malaysia

May 2022

Table of Contents

Fragrances in Malaysia - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Lifting of COVID-19 related restrictions benefits sales of fragrances

Entry of niche brands imported by Watsons attracts consumers looking for differentiation

Fragmented competitive landscape in 2021

PROSPECTS AND OPPORTUNITIES

Opening of perfume stores will boost sales of premium fragrances

E-commerce likely to continue to penetrate fragrances with attractive prices

Customised fragrance is gaining popularity

CATEGORY DATA

Table 1 - Sales of Fragrances by Category: Value 2016-2021

Table 2 - Sales of Fragrances by Category: % Value Growth 2016-2021

Table 3 - NBO Company Shares of Fragrances: % Value 2017-2021

Table 4 - LBN Brand Shares of Fragrances: % Value 2018-2021

Table 5 - LBN Brand Shares of Premium Men's Fragrances: % Value 2018-2021

Table 6 - LBN Brand Shares of Premium Women's Fragrances: % Value 2018-2021

Table 7 - Forecast Sales of Fragrances by Category: Value 2021-2026

Table 8 - Forecast Sales of Fragrances by Category: % Value Growth 2021-2026

Beauty and Personal Care in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

Chart 1 - Beauty and Personal Care Value Sales Growth Scenarios: 2019-2026

Chart 2 - Beauty and Personal Care Impact of Soft Drivers on Value Sales: 2019-2026

MARKET DATA

Table 9 - Sales of Beauty and Personal Care by Category: Value 2016-2021

Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2018-2021

Table 14 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2016-2021

Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2016-2021

Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2021

Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2021-2026

Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/fragrances-in-malaysia/report.