



# Super Premium Beauty and Personal Care in Malaysia

December 2021

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## Super Premium Beauty and Personal Care in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

The pandemic and government measures to control its spread have mixed effects across the category

Active new product launches sustain competitiveness

Retailers and brand manufacturers engage in discounting and develop their e-commerce activities

#### PROSPECTS AND OPPORTUNITIES

E-commerce grows while retailing via social media emerges over the forecast period

Entrance of more super premium beauty and personal care international brands over the forecast period

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