



Euromonitor
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Mass Beauty and Personal Care in Malaysia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Mass beauty and personal care enjoys price and accessibility advantages
- Unilever leads with a diversified range of products under key brands like Sunsilk, Dove and Lifebuoy
- Botanification trend gains momentum through new products

PROSPECTS AND OPPORTUNITIES

- Rising cost-of-living to continue to boost the appeal of mass beauty and personal care
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Beauty and Personal Care in Malaysia - Industry Overview

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DISCLAIMER

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