



Euromonitor
International

Premium Beauty and Personal Care in Malaysia

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

High-end retail space provides opportunities to growth for many premium beauty and personal care players
L'Oréal invests strongly across its brand portfolio to lead premium beauty and personal care
Enhanced customer experiences drive stronger interest in premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

Growing consumer acceptance of internationally renowned premium beauty and personal care brands underlines strong growth forecast
Cross-category expansion and hybridity to serve as major strategies of premium beauty and personal care players
High-end retail space remains essential for premium beauty and personal care

CATEGORY DATA

- Table 1 - Sales of Premium Beauty and Personal Care by Category: Value 2019-2024
- Table 2 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024
- Table 4 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024
- Table 5 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2024-2029
- Table 6 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2024-2029

Beauty and Personal Care in Malaysia - Industry Overview

EXECUTIVE SUMMARY

- Beauty and personal care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- What next for beauty and personal care?

MARKET DATA

- Table 7 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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