



# Mass Beauty and Personal Care in Malaysia

April 2024

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## Mass Beauty and Personal Care in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Mass skin care busy with new brands and launches in 2023  
Private label expands as players respond to evolving demand  
Plant-based ingredients rise, while K-beauty and J-beauty trends continue to shape growth

#### PROSPECTS AND OPPORTUNITIES

Halal-positioned products to become more visible along with clean and green variants  
E-commerce will remain highly competitive distribution channel in mass beauty and personal care  
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