

Mass Beauty and Personal Care in Malaysia

April 2024

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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

Lifestyle and variety stores support further growth and new brand launches

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DISCLAIMER

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