



Euromonitor
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Personal Care Appliances in Malaysia

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Dreame making waves in hair care appliances
- Value-added hair care products the way to consumers' pockets
- Laifen Malaysia extends its brand presence with its newly launch, Laifen Wave electric toothbrush

PROSPECTS AND OPPORTUNITIES

- Hygiene and beauty awareness offers growth opportunities for personal care appliances
- E-commerce sales on the rise but physical stores still remain relevant
- Influencers and digital content creators likely to play an influential role in the future of personal care appliances

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