



# Personal Care Appliances in Malaysia

January 2024

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## Personal Care Appliances in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Oral care appliances still rules, while body shavers rise and facial cleansers rise

Hair care sees solid growth as social media influencers attract more attention

Multinationals lead personal care appliances in Malaysia, while e-commerce players woo consumers with discounts and promotions

#### PROSPECTS AND OPPORTUNITIES

Strong growth projected for personal care appliances, with oral care remaining the largest product area as facial cleansers faces slow growth

Financial pressures may hinder stronger growth

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