



# Sun Care in Malaysia

April 2024

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## Sun Care in Malaysia - Category analysis

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#### 2023 DEVELOPMENTS

Sun care sees healthy growth in Malaysia in 2023

Derma-brands and blue-light protection attract attention

Stronger SPF in demand, with hybrid products benefiting from convenience trend

#### PROSPECTS AND OPPORTUNITIES

Hybrid trend will accelerate as consumers want sun care with added functionality

Private label will benefit from value-driven consumption, and sustainability will be centred on packaging

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