



Euromonitor
International

Sun Care in Malaysia

May 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing consumer health awareness increases offer and use of sun care products
Bioré UV and Curél by Kao enjoy strong visibility on retail shelves
Large shelf space for sun care in health and beauty specialists

PROSPECTS AND OPPORTUNITIES

Premium sun protection to lead development and growth in the forecast period
Hybrid function sun care products to grow in popularity among Malaysians
Evolution in formats to gain momentum

CATEGORY DATA

- Table 1 - Sales of Sun Care by Category: Value 2019-2024
- Table 2 - Sales of Sun Care by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Sun Care: % Value 2020-2024
- Table 4 - LBN Brand Shares of Sun Care: % Value 2021-2024
- Table 5 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024
- Table 6 - Forecast Sales of Sun Care by Category: Value 2024-2029
- Table 7 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

Beauty and Personal Care in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for beauty and personal care?

MARKET DATA

- Table 8 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 9 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 10 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 11 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 12 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 13 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 17 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sun-care-in-malaysia/report.