



Hair Care in Malaysia

April 2024

Table of Contents

Hair Care in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hair care sees rush of new launches boasting improved features
Natural trend drives consumers to demand more plant-based options
Premiumisation and perfumed hair care gain traction

PROSPECTS AND OPPORTUNITIES

K-beauty brands and other imports will take up more space in competitive landscape
Future focus on scalp health and hair loss
Salon professional segment will flourish, while halal-certified hair care expands

CATEGORY DATA

Table 1 - Sales of Hair Care by Category: Value 2018-2023
Table 2 - Sales of Hair Care by Category: % Value Growth 2018-2023
Table 3 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023
Table 4 - NBO Company Shares of Hair Care: % Value 2019-2023
Table 5 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023
Table 6 - LBN Brand Shares of Hair Care: % Value 2020-2023
Table 7 - LBN Brand Shares of Colourants: % Value 2020-2023
Table 8 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023
Table 9 - LBN Brand Shares of Styling Agents: % Value 2020-2023
Table 10 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023
Table 11 - Forecast Sales of Hair Care by Category: Value 2023-2028
Table 12 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028
Table 13 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

Beauty and Personal Care in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 14 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 17 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 18 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 21 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 22 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 23 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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/hair-care-in-malaysia/report.