

# Mass Beauty and Personal Care in Malaysia

May 2025

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#### Mass Beauty and Personal Care in Malaysia - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Mass beauty and personal care enjoys price and accessibility advantages Unilever leads with a diversified range of products under key brands like Sunsilk, Dove and Lifebuoy Botanification trend gains momentum through new products

## PROSPECTS AND OPPORTUNITIES

Rising cost-of-living to continue to boost the appeal of mass beauty and personal care Retail development to push Asian brands in mass beauty and personal care More and more consumers to prefer hybrid, clean and "green" mass beauty and personal care products

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