



# Fragrances in Malaysia

April 2024

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## Fragrances in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growth surges for fragrances in 2023

Consumers seek easy entrance to fragrances through trial-size formats

Fragrance sets/kits lead growth in mass segment, and new stick format appears

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Sustainability concerns will become more pressing in products and packaging, while pocket-sized options will grow

Category holds substantial growth potential

E-commerce channel likely to keep on expanding

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