



Bath and Shower in Malaysia

April 2024

Table of Contents

Bath and Shower in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hand sanitisers slows while body wash/shower gel leads growth
Bath and shower subject to broader trends found throughout beauty and personal care
Economic stress supports growth of private label

PROSPECTS AND OPPORTUNITIES

Bar soap will keep on falling, multifunctional options will keep on rising
Increased demand for perfumed variants as Malaysians skew towards indulgent scents
Stiff competition between online and offline players

CATEGORY DATA

Table 1 - Sales of Bath and Shower by Category: Value 2018-2023
Table 2 - Sales of Bath and Shower by Category: % Value Growth 2018-2023
Table 3 - Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023
Table 4 - NBO Company Shares of Bath and Shower: % Value 2019-2023
Table 5 - LBN Brand Shares of Bath and Shower: % Value 2020-2023
Table 6 - LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023
Table 7 - Forecast Sales of Bath and Shower by Category: Value 2023-2028
Table 8 - Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028
Table 9 - Forecast Sales of Bath and Shower 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 10 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 19 - 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/bath-and-shower-in-malaysia/report.