



Euromonitor
International

Fragrances in Malaysia

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The category sees the fast emergence of body mists and affordability initiatives
L'Oréal leverages strong brands to maintain the leadership of a highly fragmented competitive landscape
Newly opened high-end outlets help department stores to stay ahead of the field

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Sustainable products and packaging to move to the fore

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Beauty and Personal Care in Malaysia - Industry Overview

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DISCLAIMER

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