



**Euromonitor
International**

Premium Beauty and Personal Care in Malaysia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

High-end retail space provides opportunities to growth for many premium beauty and personal care players
L'Oréal invests strongly across its brand portfolio to lead premium beauty and personal care
Enhanced customer experiences drive stronger interest in premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

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High-end retail space remains essential for premium beauty and personal care

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Beauty and Personal Care in Malaysia - Industry Overview

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DISCLAIMER

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