

Beauty and Personal Care Packaging in Malaysia

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Abstracts

Packaging volumes of HDPE bottles, other plastic bottles and PET bottles used for hand sanitisers continued to rise over 2020-2021. Demand for hand sanitisers grew in 2020 as a result of the COVID-19 pandemic, and continued to rise in 2021, as the threat of the virus persisted. Moreover, as offices, schools, and other public places reopened, consumers increasingly used hand sanitisers to avoid contracting any germs, thereby increasing the packaging volumes of HDPE bottles, other plastic bottles,...

Euromonitor International's Beauty and Personal Care Packaging in Malaysia report offers insight into key trends and developments driving packaging across the category.

Product coverage: Baby and Child-specific Products Packaging, Bath and Shower Packaging, Colour Cosmetics Packaging, Deodorants Packaging, Depilatories Packaging, Fragrances Packaging, Hair Care Packaging, Men's Grooming Packaging, Oral Care Packaging, Skin Care Packaging, Sun Care Packaging.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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The resumption of trips outside the home drives growth in skin care and oral care

Packaging design is important to communicate a premium or natural image

PROSPECTS AND OPPORTUNITIES

Sustainability will be a strong trend in packaging

Packaging design and customisability will differentiate in beauty and personal care

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