

# Oral Care Excl Power Toothbrushes in Malaysia

<https://marketpublishers.com/r/OCEC549F11EEN.html>

Date: July 2012

Pages: 35

Price: US\$ 900.00 (Single User License)

ID: OCEC549F11EEN

## Abstracts

2011 witnessed the launch of several new mass skin care products claiming to offer anti-ageing benefits thanks to patented genetic technologies and formulas that included various co-enzymes and serums. Another notable trend was the emergence of more products containing bird's nest, a traditional ingredient that has long been used for skin care and medicinal purposes in Malaysia and China. The Bio-essence and Nutox Oxyfusion ranges both introduced new products containing this ingredient, for...

Euromonitor International's Oral Care Excl Power Toothbrushes in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2007-2011, allowing you to identify the sectors driving growth. Forecasts to 2016 illustrate how the market is set to change.

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

### Why buy this report?

Get a detailed picture of the Oral Care Excl Power Toothbrushes market;

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.

Euromonitor International has over 40 years' experience of publishing market research

reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Skin Care by Category: Value 2006-2011

Table 2 Sales of Skin Care by Category: % Value Growth 2006-2011

Table 3 Face Masks: Skin Whitening vs Non-Skin Whitening: % Value Breakdown  
2008-2011

Table 4 Facial Cleansers: Skin Whitening vs Non-Skin Whitening: % Value Breakdown  
2007-2011

Table 5 Facial Moisturisers: Skin Whitening vs Non-Skin Whitening: % Value  
Breakdown 2008-2011

Table 6 Anti-Agers: Skin Whitening vs Non-Skin Whitening: % Value Breakdown  
2007-2011

Table 7 Toners: Skin Whitening vs Non-Skin Whitening: % Value Breakdown  
2007-2011

Table 8 Skin Care Company Shares 2007-2011

Table 9 Skin Care Brand Shares 2008-2011

Table 10 Facial Moisturisers Brand Shares 2008-2011

Table 11 Anti-agers Brand Shares 2008-2011

Table 12 Firming/Anti-cellulite Body Care Brand Shares 2008-2011

Table 13 General Purpose Body Care Brand Shares 2008-2011

Table 14 Skin Care Premium Brand Shares 2008-2011

Table 15 Forecast Sales of Skin Care by Category: Value 2011-2016

Table 16 Forecast Sales of Skin Care by Category: % Value Growth 2011-2016

Executive Summary

Growth in Consumer Confidence Is Tempered by High Inflation

New Gender-specific Products Launched in Several Categories

Multinational Brands Continue To Lead the Beauty and Personal Care Market

Health and Beauty Retailers Make Steady Gains in Distribution

Positive Market Performance Expected Over 2011-2016

Key Trends and Developments

Malaysians Embrace Products With Anti-ageing Benefits

Busier Lifestyles Boost Demand for Convenient and Added Value Products

Companies Expand Their Consumer Bases With New Gender-specific Products

Multinationals Enter Into Exclusive Deals With Specialist Retail Chains

## Celebrity Endorsements and Online Campaigns Continue To Gain Popularity

### Market Data

Table 17 Sales of Beauty and Personal Care by Category: Value 2006-2011

Table 18 Sales of Beauty and Personal Care by Category: % Value Growth 2006-2011

Table 19 Sales of Premium Cosmetics by Category: Value 2006-2011

Table 20 Sales of Premium Cosmetics by Category: % Value Growth 2006-2011

Table 21 Beauty and Personal Care Company Shares by NBO 2007-2011

Table 22 Beauty and Personal Care Company Shares by GBO 2007-2011

Table 23 Beauty and Personal Care Brand Shares 2008-2011

Table 24 Penetration of Private Label by Category 2006-2011

Table 25 Sales of Beauty and Personal Care by Distribution Format: % Analysis  
2006-2011

Table 26 Sales of Beauty and Personal Care by Category and by Distribution Format:  
% Analysis 2011

Table 27 Forecast Sales of Beauty and Personal Care by Category: Value 2011-2016

Table 28 Forecast Sales of Beauty and Personal Care by Category: % Value Growth  
2011-2016

Table 29 Forecast Sales of Premium Cosmetics by Category: Value 2011-2016

Table 30 Forecast Sales of Premium Cosmetics by Category: % Value Growth  
2011-2016

### Definitions

### Sources

Summary 1 Research Sources

## I would like to order

Product name: Oral Care Excl Power Toothbrushes in Malaysia

Product link: <https://marketpublishers.com/r/OCEC549F11EEN.html>

Price: US\$ 900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/OCEC549F11EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970