

Color Cosmetics Market in Malaysia 2021

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Abstracts

Color cosmetics is a broad term which encompasses different categories of products for skin, eyes, cheeks and lips. These makeup products enhance overall physical appearance, conceal flaws or define features, making one appear healthier and look more refreshed. According to StrategyHelix, the color cosmetics market in Malaysia is expected to increase at a CAGR of 6.3% till 2027. Continuously rising personnel disposable income levels, growing demand for beauty and personal care, increasing consumer health awareness about personal care and fashion trends are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for color cosmetics. The Malaysia color cosmetics market is segmented on the basis of price range, application, and distribution channel. Based on price range, the color cosmetics market in Malaysia is categorized into prestige product, mass product. The mass product segment captured the largest share of the market in 2020. On the basis of application, the color cosmetics market in Malaysia has been segmented into eye make up, facial make up, lip products, nail products. By distribution channel, the color cosmetics market in Malaysia has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The prominent players operating in the Malaysia color cosmetics market include Alliance Cosmetics Sdn Bhd, L'Oreal S.A., Mary Kay Inc., The Estee Lauder Companies Inc.

Report Scope

Price range: prestige product, mass product

Application: eye make up, facial make up, lip products, nail products

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Malaysia color cosmetics market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Alliance Cosmetics Sdn Bhd
L'Oreal S.A.
Mary Kay Inc.
The Estee Lauder Companies Inc.
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