



Sun Care in Malaysia

April 2024

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Sun Care in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sun care sees healthy growth in Malaysia in 2023
Derma-brands and blue-light protection attract attention
Stronger SPF in demand, with hybrid products benefiting from convenience trend

PROSPECTS AND OPPORTUNITIES

Hybrid trend will accelerate as consumers want sun care with added functionality
Private label will benefit from value-driven consumption, and sustainability will be centred on packaging
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DISCLAIMER

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