

Sanitary Protection in Malaysia

Market Direction | 2023-03-08 | 23 pages | Euromonitor

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Report description:

Standard towels contribute the lion's share in the sanitary protection category: female consumers look for length of sanitary pads instead of value-added features such as antibacterial properties, scent, cooling features and so on. Consumers tend to prefer a length of 32cm and above, opting to buy night-use pads instead of having to buy day and night pads for maximum protection against leakage. Scent/fragrance, essential oils and other cooling features are considered nice to have but not essenti...

Euromonitor International's Sanitary Protection 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 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Pantyliners, Sanitary Protection Including Intimate Wipes, Tampons, Towels.

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

Why buy this report?

- * Get a detailed picture of the Sanitary Protection 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.

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Table of Contents:

Sanitary Protection in Malaysia
Euromonitor International
March 2023

List Of Contents And Tables

SANITARY PROTECTION IN MALAYSIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Female consumers unwilling to pay more for extra features

Organic products appeal to consumers concerned about sensitive skin, while interest in disposable panties increases

Competitive landscape remains consolidated

PROSPECTS AND OPPORTUNITIES

Large consumer base and action to address period poverty

Tampons unlikely to make an impact in the forecast period

Threat from reusable alternatives

CATEGORY DATA

Table 1 Retail Sales of Sanitary Protection by Category: Value 2017-2022

Table 2 Retail Sales of Sanitary Protection by Category: % Value Growth 2017-2022

Table 3 Retail Sales of Tampons by Application Format: % Value 2017-2022

Table 4 NBO Company Shares of Retail Sanitary Protection: % Value 2018-2022

Table 5 LBN Brand Shares of Retail Sanitary Protection: % Value 2019-2022

Table 6 Forecast Retail Sales of Sanitary Protection by Category: Value 2022-2027

Table 7 Forecast Retail Sales of Sanitary Protection by Category: % Value Growth 2022-2027

TISSUE AND HYGIENE IN MALAYSIA

EXECUTIVE SUMMARY

Tissue and hygiene in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 8 Birth Rates 2017-2022

Table 9 Infant Population 2017-2022

Table 10 Female Population by Age 2017-2022

Table 11 Total Population by Age 2017-2022

Table 12 Households 2017-2022

Table 13 Forecast Infant Population 2022-2027

Table 14 Forecast Female Population by Age 2022-2027

Table 15 Forecast Total Population by Age 2022-2027

Table 16 Forecast Households 2022-2027

MARKET DATA

Table 17 □Retail Sales of Tissue and Hygiene by Category: Value 2017-2022

Table 18 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 19 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022

Table 20 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022

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Table 21 □ Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2017-2022

Table 22 □ Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022

Table 23 □ Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022

Table 24 □ Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027

Table 25 □ Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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