

Bath and Shower in Malaysia

Market Direction | 2023-04-25 | 23 pages | Euromonitor

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Report description:

Malaysia lifted the requirement to wear face masks in both outdoor and indoor areas in 2022, leading to consumers pursuing more active lives outside of the home for both work and leisure. Furthermore, hand sanitisers were no longer required to be placed at the entrance of retail outlets. These factors led to slower growth in hand sanitisers in 2022, with a particularly sharp drop in demand from commercial players.

Euromonitor International's Bath and Shower 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. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- * Get a detailed picture of the Bath and Shower 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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BATH AND SHOWER IN MALAYSIA

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Hand sanitisers sees slower growth as COVID-19 fears subside

Sharp rise in demand for bath and shower products infused with natural ingredients

Inflationary pressure boosts demand for private label among price-sensitive shoppers

PROSPECTS AND OPPORTUNITIES

Manufacturers of bath and shower will continue to focus on enhanced features to support the trend towards self-pampering and wellbeing

Retailers are anticipated to ride the wave of inflationary pressure by providing more discounts and promotions

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SOURCES

Summary 1 Research Sources

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