

Home Care Packaging in Malaysia

Market Direction | 2023-05-15 | 7 pages | Euromonitor

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Report description:

Prior to the pandemic, volume sales of home care products in Malaysia had been growing due to rapid urbanisation and an increased awareness of the need to maintain a hygienic living environment. The pandemic accelerated growth in the category in 2020 as fears of contracting COVID-19 increased the focus on hygiene and cleanliness, with healthy growth continuing to be seen in 2021. In 2022, growth slowed to the point of stagnation due to the relaxation of COVID-19 restrictions and consumers return...

Euromonitor International's Home Care Packaging in Malaysia report offers insight into key trends and developments driving packaging across the category.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

- * Get a detailed picture of the Home Care Packaging 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.

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HOME CARE PACKAGING IN MALAYSIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Home care packaging unit volumes stagnate in 2022

Eco-consciousness prompts innovations in detergent packaging

Aerosol insecticides continue to grow at the expense of coils

PROSPECTS AND OPPORTUNITIES

Bleach expected to lose out to more task-specific cleaning solutions

Players increasingly focusing on "green" developments

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