

Menstrual Care in Malaysia

Market Direction | 2024-03-15 | 22 pages | Euromonitor

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Report description:

Standard towels maintained their popularity in menstrual care in Malaysia in 2023, thanks to their affordable prices and good protection. Despite the rise in demand for added-value options in tissue and hygiene (eg eco-friendly products, etc.), Malaysian consumers tend to opt for length in their sanitary towels, rather than special features. It is noted that a length of 32cm and above is preferred, as such a length is suitable for both day and night wear and mitigates against consumers having to...

Euromonitor International's Menstrual Care 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Menstrual Care Including Intimate Wipes, Pantyliners, 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 Menstrual Care 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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Overnight disposable pants gain popularity among consumers

Value-added and reusable features in menstrual care are "nice to have" but not appealing in the long run

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