

## **Retail Tissue in Malaysia**

Market Direction | 2024-03-15 | 21 pages | Euromonitor

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### **Report description:**

We note a trend towards premiumisation in retail tissue in 2023 in Malaysia. This is evidenced by Vinda Deluxe (Vinda Malaysia Sdn Bhd) continuing to grow its share. This player uses strong marketing and promotional campaigns across online platforms, citing the added value of its products. For example, as seen with its food-safe grade, non-tear, kitchen towels; or its super-soft and thick facial tissues and toilet rolls; or its Vinda Prestige embossed variants. Here we also note brand Botare, wh...

Euromonitor International's Retail Tissue 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: Facial Tissues, Paper Tableware, Paper Towels, Toilet Paper.

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

Why buy this report?

- \* Get a detailed picture of the Retail Tissue 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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Euromonitor International  
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