

## **Baby and Child-Specific Products in Malaysia**

Market Direction | 2024-04-29 | 25 pages | Euromonitor

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### **Report description:**

Baby and child-specific products in Malaysia saw growth in 2023 propelled by the accelerating trend towards natural and clean products, as parents sought to avoid ingredients perceived to be potentially harmful to children's health. Examples of brands that are focusing on this area include Klorane Baby and dermocosmetics brands such as Aveeno Baby and derma365 Baby, all of which are becoming more popular. The category saw a rush of new launches with claims towards the end of the review period, e...

Euromonitor International's Baby and Child-specific Products 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

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

Why buy this report?

- \* Get a detailed picture of the Baby and Child-specific Products 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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Parents shift to natural, multifunctional variants as they seek chemical-free convenience

Cost-conscious consumers prompt private label innovations

Parallel imports present competitive threat, while organic and botanical offerings remain in high demand

#### PROSPECTS AND OPPORTUNITIES

Convenience trend to continue to drive development, while facial care for children will rise

Clean and natural positioning grows in importance

Both online and offline stores to maintain strong distribution of category products

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