

## **Bath and Shower in Malaysia**

Market Direction | 2024-04-29 | 23 pages | Euromonitor

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### **Report description:**

Post-pandemic, hand sanitisers continued to see slowed growth within bath and shower in Malaysia in 2023, with a particularly sharp drop in demand from commercial players. Many consumers have turned to liquid soap as its products are generally more cost-efficient than hand sanitisers and are also seen to be gentler on the skin. Nonetheless, despite seeing slower growth than over 2020 - 2022, demand for hand sanitisers still remained high in 2023, with several health-conscious consumers still pre...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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