

**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.

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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##### SOURCES

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## Summary 1 Research Sources

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