

Laundry Care in Malaysia

Market Direction | 2025-02-05 | 25 pages | Euromonitor

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Report description:

The market for laundry care in Malaysia maintained positive growth in retail volume and current value terms in 2024, with powder detergents continuing to account for the highest proportion of sales. Powder detergent remains a popular choice among rural consumers, low-income urban households, and overseas workers due to its affordability - a crucial factor amidst elevated food prices and the high cost of living. In addition to washing clothes, powder detergents serve as multipurpose cleaners for...

Euromonitor International's Laundry Care in Malaysia market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), 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, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

- * Get a detailed picture of the Laundry 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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Growing popularity of front-loading washing machines among urban consumers drives demand for low-suds formulations
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Laundry care will see increasing segmentation
Bio-Home unveils ECO refill stations, while its laundry sheets offer consumers a sustainable alternative
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HOME CARE IN MALAYSIA

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