

# Bleach in Malaysia

February 2024

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## Bleach in Malaysia - Category analysis

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#### 2023 DEVELOPMENTS

Volume demand weakens as consumers adapt to the new normal post-pandemic

Concerns about health and the environment hamper growth

Value deals and twin packs appeal to local consumers

#### PROSPECTS AND OPPORTUNITIES

Demand from rural states and immigrants set to maintain stable volume sales

Awareness of and demand for natural, organic and sustainable products is on the rise, and likely to prevent growth

Convenient home care disinfectant in spray bottles will be a threat to growth

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