

Toilet Care in Malaysia

February 2024

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Toilet Care in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hygiene awareness paves the way for spending on toilet care products
Offline retailers the clear main contributor to sales, while e-commerce continues to rise
In-cistern devices provide round the clock disinfecting and cleaning with each flush

PROSPECTS AND OPPORTUNITIES

High living costs to undermine growth, as consumers are increasingly looking for multifunctionality
Shift in spending behaviour to intensify in the forecast period
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DISCLAIMER

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