

# Oral Care in Malaysia

April 2024

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## Oral Care in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Prevention and premiumisation shape progress in oral care in 2023  
Consumers shift towards natural ingredients and whitening functionality  
Child-specific products become more prevalent, while gum care rises in importance

#### PROSPECTS AND OPPORTUNITIES

New and innovative ingredients to keep on coming  
Promotions, prevention and premiumisation will all drive growth for the forecast period  
Halal-certified offerings to see more investment, and electric toothbrushes will continue to grow

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