



Baby and Child-Specific Products in Malaysia

April 2024

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Baby and Child-Specific Products in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Parents shift to natural, multifunctional variants as they seek chemical-free convenience
Cost-conscious consumers prompt private label innovations
Parallel imports present competitive threat, while organic and botanical offerings remain in high demand

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Convenience trend to continue to drive development, while facial care for children will rise
Clean and natural positioning grows in importance
Both online and offline stores to maintain strong distribution of category products

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DISCLAIMER

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