

# Home Care in Malaysia

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## Abstracts

Food price inflation remained elevated in 2023, as the country is a net food importer, and huge increases in the prices of imported white rice came into effect in September 2023. Although it is still unknown how overall consumer spending will be affected in the long term, local consumers have already started to feel the pinch. As rice is a daily staple, they are having to pay extra for this product, on top of the already high cost of living, which is therefore impacting sales of less necessary p...

Euromonitor International's Home 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 2028 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

Get a detailed picture of the Home 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.

## Contents

Home Care in Malaysia  
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### **LIST OF CONTENTS AND TABLES**

HOME CARE IN MALAYSIA  
EXECUTIVE SUMMARY  
Home care in 2023: The big picture

### **2023 KEY TRENDS**

Competitive landscape  
Retailing developments  
What next for home care?

#### MARKET INDICATORS

Table 1 Households 2018-2023

#### MARKET DATA

Table 2 Sales of Home Care by Category: Value 2018-2023

Table 3 Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of Home Care: % Value 2019-2023

Table 5 LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 Distribution of Home Care by Format: % Value 2018-2023

Table 8 Distribution of Home Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

### LAUNDRY CARE IN MALAYSIA

#### KEY DATA FINDINGS

### **2023 DEVELOPMENTS**

Powder laundry detergents offer affordability in the midst of high living costs  
Value deals and refills appeal to local consumers

Extensive list of new brands offering liquid tablet detergents in their portfolios

## PROSPECTS AND OPPORTUNITIES

Laundry scent booster beads could be a threat to fabric softeners

Offline retailers dominate, but e-commerce is set to continue to rise

More brands to offer innovations, and natural and plant-based products

## CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2018-2023

## CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2018-2023

Table 13 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 14 Sales of Laundry Aids by Category: Value 2018-2023

Table 15 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 16 Sales of Laundry Detergents by Category: Value 2018-2023

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 18 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023

Table 19 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 20 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 21 NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 22 LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 23 NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 24 LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 25 Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 26 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

## DISHWASHING IN MALAYSIA

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Growth in demand is limited, as consumers spend less time at home

Festival seasons and the strong home cooking culture in rural areas help maintain growth

Offline retailers the clear contributor to sales, while e-commerce is rising

## PROSPECTS AND OPPORTUNITIES

Affordable freestanding table-top dishwashers offer opportunities in automatic dishwashing

Food delivery services pose a significant threat to growth

Natural, organic, and sustainable products set to rise

## CATEGORY INDICATORS

Table 27 Household Possession of Dishwashers 2017-2022

#### CATEGORY DATA

Table 28 Sales of Dishwashing by Category: Value 2018-2023

Table 29 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 30 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 31 LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 32 Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

#### SURFACE CARE IN MALAYSIA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Hygiene awareness paves the way for spending on home care disinfectants, especially amongst younger consumers and parents

Elevated food prices and high living costs underpin growth of multipurpose cleaners

Value deals and refill packs appeal to local consumers

#### PROSPECTS AND OPPORTUNITIES

Local household brand Sun Jiang expands its portfolio with new wash and wax floor cleaner

Growth in demand for floor cleaners specifically for wet and dry vacuum cleaners

Electric mopping is an alternative, and could threaten sales of floor cleaners

#### CATEGORY DATA

Table 34 Sales of Surface Care by Category: Value 2018-2023

Table 35 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 38 NBO Company Shares of Surface Care: % Value 2019-2023

Table 39 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 42 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 43 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

#### BLEACH IN MALAYSIA

#### KEY DATA FINDINGS

## 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

### CATEGORY DATA

Table 44 Sales of Bleach: Value 2018-2023

Table 45 Sales of Bleach: % Value Growth 2018-2023

Table 46 NBO Company Shares of Bleach: % Value 2019-2023

Table 47 LBN Brand Shares of Bleach: % Value 2020-2023

Table 48 Forecast Sales of Bleach: Value 2023-2028

Table 49 Forecast Sales of Bleach: % Value Growth 2023-2028

### TOILET CARE IN MALAYSIA

### 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

Private label offers affordability in in-cistern devices

### CATEGORY DATA

Table 50 Sales of Toilet Care by Category: Value 2018-2023

Table 51 Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 52 NBO Company Shares of Toilet Care: % Value 2019-2023

Table 53 LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 54 Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 55 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

### POLISHES IN MALAYSIA

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Minimalist trend to undermine demand for furniture polish

Established brands clear winners across categories

Offline the clear leader, but e-commerce continues to rise

### PROSPECTS AND OPPORTUNITIES

Shift in consumer spending behaviour bad news for non-essential polishes

Lack of innovation and new product development set to hamper growth

Hybrid working and less formal work attire set to limit growth in shoe polish

### CATEGORY DATA

Table 56 Sales of Polishes by Category: Value 2018-2023

Table 57 Sales of Polishes by Category: % Value Growth 2018-2023

Table 58 NBO Company Shares of Polishes: % Value 2019-2023

Table 59 LBN Brand Shares of Polishes: % Value 2020-2023

Table 60 Forecast Sales of Polishes by Category: Value 2023-2028

Table 61 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

## AIR CARE IN MALAYSIA

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Car air fresheners seen as a necessity by car owners, which offers opportunities

Multifunctional air care products with insect repellent feature popular amongst locals

Locals' love of fragrance aids the growth of air care, with Little Joe standing out for its collaborations

### PROSPECTS AND OPPORTUNITIES

Natural, organic, and sustainable products likely to be on the rise

Air care products with appealing designs set to gain popularity

Rising popularity of wellness diffusers

### CATEGORY DATA

Table 62 Sales of Air Care by Category: Value 2018-2023

Table 63 Sales of Air Care by Category: % Value Growth 2018-2023

Table 64 Sales of Air Care by Fragrance: Value Ranking 2021-2023

Table 65 NBO Company Shares of Air Care: % Value 2019-2023

Table 66 LBN Brand Shares of Air Care: % Value 2020-2023

Table 67 Forecast Sales of Air Care by Category: Value 2023-2028

Table 68 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

## HOME INSECTICIDES IN MALAYSIA KEY DATA FINDINGS

### **2023 DEVELOPMENTS**

Growth in home insecticides as the battle against dengue continues

Dual function air care and insect repellent products popular amongst locals

Electric insecticides provide round the clock protection, but there are some concerns

### **PROSPECTS AND OPPORTUNITIES**

Non-toxic alternatives outside the category likely to limit growth for home insecticides

Opportunities through offering natural, organic and sustainable products

Continued growth expected for e-commerce

### **CATEGORY DATA**

Table 69 Sales of Home Insecticides by Category: Value 2018-2023

Table 70 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 71 Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 72 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 73 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 74 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 75 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028



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