

# Home Care Packaging in Malaysia

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## Abstracts

As COVID-19 restrictions led Malaysians to spend more time at home, the rate of growth in laundry care packaging unit volumes, which is by far the largest category in home care in Malaysia, accelerated during 2020 and remained elevated in 2021. As consumers were washing their clothes more frequently, key pack types like HDPE bottles in laundry care benefitted in 2020 and 2021.

Euromonitor International's Home Care Packaging in Malaysia report offers insight into key trends and developments driving packaging across the category.

**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 Packaging 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.

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Surface care continues to grow in 2021, boosting HDPE bottles

PROSPECTS AND OPPORTUNITIES

Bleach to see a much slower performance over the forecast period after its sales spike in 2020

Players increasingly focusing on “green” developments

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