

Home Care Packaging in Malaysia

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Abstracts

Prior to the pandemic, volume sales of home care products in Malaysia had been growing due to rapid urbanisation and an increased awareness of the need to maintain a hygienic living environment. The pandemic accelerated growth in the category in 2020 as fears of contracting COVID-19 increased the focus on hygiene and cleanliness, with healthy growth continuing to be seen in 2021. In 2022, growth slowed to the point of stagnation due to the relaxation of COVID-19 restrictions and consumers return...

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.

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