

# Kitchen Towels - Malaysia

<https://marketpublishers.com/r/K6BFFBF25BCEN.html>

Date: June 2010

Pages: 23

Price: US\$ 990.00 (Single User License)

ID: K6BFFBF25BCEN

## Abstracts

The target audience for kitchen towels remains limited to middle- to upper-income consumers and independent foodservice players who are more aware and value the convenience of these products. Busier lifestyles have helped to sustain retail volume growth as more consumers no longer consider kitchen towels to be luxury products. Independent foodservice players that purchase goods from retailers, particularly in major cities such as Kuala Lumpur, buy kitchen towels because of the convenience they...

Euromonitor International's Kitchen Towels in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, 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, distribution or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

**Product coverage:** Boxed Facial Tissues, Disposable Pants, Economy Toilet Paper, Feminine Hygiene Wipes, Household Care Wipes and Floor Cleaning Systems, Light Incontinence, Luxury Toilet Paper, Moderate/Heavy Incontinence, Napkins, Nappies/Diapers, Personal Wipes, Pocket Handkerchiefs, Recycled Toilet Paper, Sanitary Protection Excluding Feminine Hygiene Wipes, Standard Toilet Paper, Tablecloths

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

## Why buy this report?

Get a detailed picture of the Tissue and Hygiene industry;

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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Executive Summary

Growth of Tissue and Hygiene Continues Despite Economic Downturn

Young Population Drives Strong Growth Performance in 2009

Multinational Kimberly (m) Sdn Bhd Continues To Enjoy Comfortable Lead

Supermarkets/hypermarkets Remains the Leading Distribution Channel

Continued Growth Expected for Tissue and Hygiene

Key Trends and Developments

Brand Extensions Appear Across Tissue and Hygiene Categories

New Product Developments Centred Around Providing Increased Comfort

Private Label Continues To Flourish, Competing for Value Share

Value-for-money Launches and Promotions Grow in Number

Attractive Packaging Invokes Consumer Interest

Market Indicators

Table 1 Birth Rates 2004-2009

Table 2 Infant Population 2004-2009

Table 3 Female Population by Age 2004-2009

Table 4 Total Population by Age 2004-2009

Table 5 Households 2004-2009

Table 6 Forecast Infant Population 2009-2014

Table 7 Forecast Female Population by Age 2009-2014

Table 8 Forecast Total Population by Age 2009-2014

Table 9 Forecast Households 2009-2014

Market Data

Table 10 Retail Sales of Tissue and Hygiene by Sector: Value 2004-2009

Table 11 Retail Sales of Tissue and Hygiene by Sector: % Value Growth 2004-2009

Table 12 Retail Sales of Tissue and Hygiene by Distribution Format: % Analysis  
2004-2009

Table 13 Retail Sales of Tissue and Hygiene by Sector and Distribution Format: %  
Analysis 2009

Table 14 Penetration of Private Label by Sector 2004-2009

Table 15 Forecast Retail Sales of Tissue and Hygiene by Sector: Value 2009-2014

Table 16 Forecast Retail Sales of Tissue and Hygiene by Sector: % Value Growth  
2009-2014

Definitions

Summary 1 Research Sources

Dsg (m) Sdn Bhd

Strategic Direction

**Key Facts**

Summary 2 DSG (M) Sdn Bhd: Key Facts

**Company Background****Production**

Summary 3 DSG (M) Sdn Bhd: Production Statistics 2009

**Competitive Positioning**

Summary 4 DSG (Malaysia) Sdn Bhd: Competitive Position 2009

**Halex Woolton (m) Sdn Bhd****Strategic Direction****Key Facts**

Summary 5 Halex Woolton (M) Sdn Bhd: Key Facts

**Company Background****Production**

Summary 6 Halex Woolton (M) Sdn Bhd: Production Statistics 2009

**Competitive Positioning**

Summary 7 Halex Woolton (M) Sdn Bhd: Competitive Position 2009

**Hanacorp (m) Sdn Bhd****Strategic Direction****Key Facts**

Summary 8 Hanacorp (M) Sdn Bhd: Key Facts

**Company Background****Production****Competitive Positioning**

Summary 9 Hanacorp (M) Sdn Bhd: Competitive Position 2009

**Nibong Tebal Paper Mill Sdn Bhd****Strategic Direction****Key Facts**

Summary 10 Nibong Tebal Paper Mill Sdn Bhd: Key Facts

**Company Background****Production**

Summary 11 NTPM Sdn Bhd: Production Statistics 2009

**Competitive Positioning**

Summary 12 Nibong Tebal Paper Mill Sdn Bhd: Competitive Position 2009

**Tips Industries Sdn Bhd****Strategic Direction****Key Facts**

Summary 13 Tips Industries Sdn Bhd: Key Facts

**Company Background****Production**

## Competitive Positioning

Summary 14 Tips Industries Sdn Bhd: Competitive Position 2009

## Headlines

## Trends

## Competitive Landscape

## Prospects

## Category Data

Table 17 Retail Sales of Kitchen Towels: Value 2004-2009

Table 18 Retail Sales of Kitchen Towels: % Value Growth 2004-2009

Table 19 Kitchen Towels Retail Company Shares 2005-2009

Table 20 Kitchen Towels Retail Brand Shares 2006-2009

Table 21 Forecast Retail Sales of Kitchen Towels: Value 2009-2014

Table 22 Forecast Retail Sales of Kitchen Towels: % Value Growth 2009-2014

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