

# Tissue and Hygiene in Malaysia

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## Abstracts

Tissue and hygiene in Malaysia was being affected by inflationary pressures in 2023, notably so with regards to food inflation impacting consumers' spending power. This is even noted in staples such as rice, placing extra pressure on consumers' budgets.

Euromonitor International's Tissue and Hygiene 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Away-from-Home Tissue and Hygiene, Retail Tissue and Hygiene, Rx/Reimbursement adult incontinence, Total Tissue and Hygiene.

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 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

Tissue and Hygiene in Malaysia  
Euromonitor International  
March 2024

### LIST OF CONTENTS AND TABLES

TISSUE AND HYGIENE IN MALAYSIA  
EXECUTIVE SUMMARY  
Tissue and hygiene in 2023: The big picture

### 2023 KEY TRENDS

Competitive landscape  
Retailing developments  
What next for tissue and hygiene?

### MARKET INDICATORS

Table 1 Birth Rates 2018-2023  
Table 2 Infant Population 2018-2023  
Table 3 Female Population by Age 2018-2023  
Table 4 Total Population by Age 2018-2023  
Table 5 Households 2018-2023  
Table 6 Forecast Infant Population 2023-2028  
Table 7 Forecast Female Population by Age 2023-2028  
Table 8 Forecast Total Population by Age 2023-2028  
Table 9 Forecast Households 2023-2028

### MARKET DATA

Table 10 Retail Sales of Tissue and Hygiene by Category: Value 2018-2023  
Table 11 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023  
Table 12 NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023  
Table 13 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023  
Table 14 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023  
Table 15 Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023  
Table 16 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023  
Table 17 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028  
Table 18 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth

2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

MENSTRUAL CARE IN MALAYSIA

KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

Standard towels remain popular due to affordable prices and versatility

Overnight disposable pants gain popularity among consumers

Value-added and reusable features in menstrual care are “nice to have” but not appealing in the long run

PROSPECTS AND OPPORTUNITIES

More brands set to offer natural and organic menstrual care products

Opportunities in ultra-thin and super-thin menstrual care products

Physical retailers maintain the strongest distribution, while e-commerce is on the rise

CATEGORY DATA

Table 19 Retail Sales of Menstrual Care by Category: Value 2018-2023

Table 20 Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023

Table 21 Retail Sales of Tampons by Application Format: % Value 2018-2023

Table 22 NBO Company Shares of Retail Menstrual Care: % Value 2019-2023

Table 23 LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023

Table 24 Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028

Table 25 Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

NAPPIES/DIAPERS/PANTS IN MALAYSIA

KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

Disposable pants act as a major contributor to category growth

Natural organic cotton and skin-kind materials are high in demand

Highly competitive landscape between the leading brands

PROSPECTS AND OPPORTUNITIES

Affordable-premium baby products gain popularity

Low birth rates suppress potential sales for baby-related products

E-commerce set to gain greater sales in nappies/diapers/pants

CATEGORY DATA

Table 26 Retail Sales of Nappies/Diapers/Pants by Category: Value 2018-2023

Table 27 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth  
2018-2023

Table 28 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2019-2023

Table 29 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2020-2023

Table 30 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value  
2023-2028

Table 31 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth  
2023-2028

RETAIL ADULT INCONTINENCE IN MALAYSIA

KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

Ageing population acts as a key driver of category growth

Tena launches new light incontinence pad specifically positioned for men

Vinda remains the clear leader, thanks to Tena success

### **PROSPECTS AND OPPORTUNITIES**

Omnichannel becomes ever-important, as e-commerce is set to rise

Further developments expected in incontinence products designed for men

Light incontinence products will continue to face competition from menstrual care

### **CATEGORY DATA**

Table 32 Sales of Retail Adult Incontinence by Category: Value 2018-2023

Table 33 Sales of Retail Adult Incontinence by Category: % Value Growth 2018-2023

Table 34 NBO Company Shares of Retail Adult Incontinence: % Value 2019-2023

Table 35 LBN Brand Shares of Retail Adult Incontinence: % Value 2020-2023

Table 36 Forecast Sales of Retail Adult Incontinence by Category: Value 2023-2028

Table 37 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth  
2023-2028

WIPES IN MALAYSIA

KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

Hygiene awareness supports sales in personal wipes

Demand for cleaning wipes with disinfectant properties weakens in the post-pandemic  
landscape

Baby wipes remains the biggest contributor to category growth, led by Pureen

### **PROSPECTS AND OPPORTUNITIES**

Consumers will continue to seek the best deals, including online  
Home care wipes could benefit from consumers' busy lifestyles  
Natural and organic products on the rise

#### CATEGORY DATA

Table 38 Retail Sales of Wipes by Category: Value 2018-2023

Table 39 Retail Sales of Wipes by Category: % Value Growth 2018-2023

Table 40 NBO Company Shares of Retail Wipes: % Value 2019-2023

Table 41 LBN Brand Shares of Retail Wipes: % Value 2020-2023

Table 42 Forecast Retail Sales of Wipes by Category: Value 2023-2028

Table 43 Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

#### RETAIL TISSUE IN MALAYSIA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Premiumisation trend seen in retail tissue

Cultural use of bidets and water poses a challenge to toilet roll sales, but small business owners add opportunities

E-commerce set to gain further distribution share in retail tissue

#### PROSPECTS AND OPPORTUNITIES

Local start-up TWISE attracts attention with its eco-friendly products

Innovative value-added facial tissue infused with lotion for delicate skin

Retail tissue set to perform in line with consumers' spending power and in-country trends

#### CATEGORY DATA

Table 44 Retail Sales of Tissue by Category: Value 2018-2023

Table 45 Retail Sales of Tissue by Category: % Value Growth 2018-2023

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

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

Table 48 Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 49 Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

#### AWAY-FROM-HOME TISSUE AND HYGIENE IN MALAYSIA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Rebound of tourism and foodservice boosts growth in away-from-home tissue

Workers' return to offices helps to support sales

Away-from-home hygiene supported by ageing population

## PROSPECTS AND OPPORTUNITIES

Malaysia's ageing population will continue to influence AFH hygiene trends

Food delivery services support further growth

Kimberly-Clark Professional remains dominant in away-from-home tissue

## CATEGORY DATA

Table 50 Sales of Away-From-Home Tissue and Hygiene by Category: Value  
2018-2023

Table 51 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth  
2018-2023

Table 52 Sales of Away-From-Home Paper Towels by Type: % Value 2018-2023

Table 53 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value  
2018-2023

Table 54 Distribution of Away-From-Home Tissue and Hygiene by Format and  
Category: % Value 2023

Table 55 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value  
2023-2028

Table 56 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: %  
Value Growth 2023-2028

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