

# Baby Personal Care Products Market in Malaysia 2021

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## Abstracts

Personal care products are applied to the human body for the purposes of cleaning, moisturizing, suncreening, or changing its appearance. A study by StrategyHelix indicates that the baby personal care products market in Malaysia is set to grow at a healthy compound annual growth rate (CAGR) of 7.3% in the next five years. Rising consumer disposable income and improving standards of living, increasing consciousness among consumers about child hygiene are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for baby personal care products. The Malaysia baby personal care products market is segmented on the basis of product, and distribution channel. Based on product, the baby personal care products market in Malaysia is categorized into hair care, skin care, toiletries, sun care, wipes & tissues, others. The wipes & tissues segment held the largest share of the Malaysia baby personal care products market in 2020 and is anticipated to hold its share during the forecast period. On the basis of distribution channel, the baby personal care products market in Malaysia has been segmented into specialized stores, supermarkets & hypermarkets, discounters, online platform, others.

As of 2020, the major players in the Malaysia baby personal care products market were Johnson & Johnson (J&J), Pure Laboratories Inc., Wipro Limited, Asia Brands Berhad, Sebapharma GmbH & CO. KG.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the baby personal care products market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

### Report Scope

Product: hair care, skin care, toiletries, sun care, wipes & tissues, others

Distribution channel: specialized stores, supermarkets & hypermarkets, discounters, online platform, others

Years considered: this report covers the period 2017 to 2027

### Key Benefits for Stakeholders

Get a comprehensive picture of the Malaysia baby personal care products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Johnson & Johnson (J&J)  
Pure Laboratories Inc.  
Wipro Limited  
Asia Brands Berhad  
Sebapharma GmbH & CO. KG  
About StrategyHelix  
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