



# Away-From-Home Tissue and Hygiene in Malaysia

March 2024

Table of Contents

## 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 1 - Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023  
Table 2 - Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023  
Table 3 - Sales of Away-From-Home Paper Towels by Type: % Value 2018-2023  
Table 4 - Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023  
Table 5 - Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023  
Table 6 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2023-2028  
Table 7 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

## Tissue and Hygiene in Malaysia - Industry Overview

### 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 8 - Birth Rates 2018-2023  
Table 9 - Infant Population 2018-2023  
Table 10 - Female Population by Age 2018-2023  
Table 11 - Total Population by Age 2018-2023  
Table 12 - Households 2018-2023  
Table 13 - Forecast Infant Population 2023-2028  
Table 14 - Forecast Female Population by Age 2023-2028  
Table 15 - Forecast Total Population by Age 2023-2028  
Table 16 - Forecast Households 2023-2028

### MARKET DATA

Table 17 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023  
Table 18 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023  
Table 19 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023  
Table 20 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023  
Table 21 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023  
Table 22 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023  
Table 23 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023  
Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028  
Table 25 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/away-from-home-tissue-and-hygiene-in-malaysia/report](http://www.euromonitor.com/away-from-home-tissue-and-hygiene-in-malaysia/report).