



Oral Care in Malaysia

April 2024

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Oral Care in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Prevention and premiumisation shape progress in oral care in 2023
Consumers shift towards natural ingredients and whitening functionality
Child-specific products become more prevalent, while gum care rises in importance

PROSPECTS AND OPPORTUNITIES

New and innovative ingredients to keep on coming
Promotions, prevention and premiumisation will all drive growth for the forecast period
Halal-certified offerings to see more investment, and electric toothbrushes will continue to grow

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