



Laundry Care in Malaysia

February 2024

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Laundry Care in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Powder laundry detergents offer affordability in the midst of high living costs
Value deals and refills appeal to local consumers
Extensive list of new brands offering liquid tablet detergents in their portfolios

PROSPECTS AND OPPORTUNITIES

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Offline retailers dominate, but e-commerce is set to continue to rise
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