

# Away-From-Home Tissue and Hygiene in Malaysia

March 2024

Table of Contents

## Away-From-Home Tissue and Hygiene in Malaysia - Category analysis

## 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

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## **SOURCES**

Summary 1 - Research Sources

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