

Laundry Care in Malaysia

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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

Laundry scent booster beads could be a threat to fabric softeners

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

More brands to offer innovations, and natural and plant-based products

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