

Menstrual Care in Malaysia

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Standard towels remain popular due to affordable prices and versatility

Overnight disposable pants gain popularity among consumers

Value-added and reusable features in menstrual care are “nice to have” but not appealing in the long run

PROSPECTS AND OPPORTUNITIES

More brands set to offer natural and organic menstrual care products

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Physical retailers maintain the strongest distribution, while e-commerce is on the rise

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