Euromonitor International

Menstrual Care in Malaysia

May 2026

Table of Contents

Menstrual Care in Malaysia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Menstrual Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Innovations and Monthly Financial Aid Drive Strong Growth in Menstrual Care

Chart 2 - Female consumers increasingly demand premium and higher quality menstrual care

Premiumisation Focuses on Needs of More Affluent Young Women

Chart 3 - Sophisticated consumers targeted with premium lines

Kotex Overnight Panties Reshape Consumer Habits with Rapid Growth and Convenience

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Incomes and Female Employment Shape Demand for Quality Products

Towels Maintain Dominance as Disposable Period Pants Drive Incremental Growth

Government Aid and E-Commerce Promotions Stimulate Frequent and Bulk Purchasing

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kimberly-Clark and Vinda Malaysia Sustain Dominance with Innovation and Shelf Presence

Chart 9 - Analyst Insight for Menstrual Care

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Convenience Stores Expand Presence to Meet Urban Lifestyle Needs

Retail E-Commerce Accelerates as Digital Habits Take Hold

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Menstrual Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Menstrual Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Malaysia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Vinda Malaysia and Unicharm Intensify Value Promotions to Win Cost-Conscious Buyers
Chart 21 - Vinda Malaysia Sdn Bhd uses promotion to deliver value for money
Bottom-Pull Tissues Deliver Convenience for Consumers
Kimberly-Clark Leverages E-Commerce and Seasonal Deals to Reshape Buying Habits
Chart 22 - Bottom-pull packs are increasingly used to save space by hanging on the wall
Chart 23 - Value Sales 2020-2030
Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Premiumisation to Gain Traction as Population Growth Drives Volume
Ageing Demographic to Drive Retail Adult Incontinence Growth
New Launches to Expand Usage Occasions
Chart 25 - Forecast Value Sales 2020-2030
Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

High Degree of Concentration Is Shaped by Distribution Strategies
Tissue and Hygiene Sees a Raft of Launches in 2025
Chart 27 - Analyst Insight for Tissue and Hygiene
Chart 28 - Company Shares 2025
Chart 29 - Brand Shares 2025

CHANNELS

Grocery Retailers Sustain Dominance as E-Commerce Accelerates Value Growth
Lazada, Shopee, and Tiktok Support Growth of Retail E-Commerce
Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Tissue and Hygiene
Chart 32 - Real Gdp Growth 2020-2030
Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Tissue and Hygiene
Chart 35 - Population 2020-2030
Chart 36 - Consumer Expenditure 2020-2030
Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/menstrual-care-in-malaysia/report.