

# Oral Care in Malaysia

April 2024

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## Oral Care in Malaysia - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Prevention and premiumisation shape progress in oral care in 2023

Consumers shift towards natural ingredients and whitening functionality

Child-specific products become more prevalent, while gum care rises in importance

#### PROSPECTS AND OPPORTUNITIES

New and innovative ingredients to keep on coming

Promotions, prevention and premiumisation will all drive growth for the forecast period

Halal-certified offerings to see more investment, and electric toothbrushes will continue to grow

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