

# Wipes in Malaysia

March 2024

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### 2023 DEVELOPMENTS

Hygiene awareness supports sales in personal wipes

Demand for cleaning wipes with disinfectant properties weakens in the post-pandemic landscape

Baby wipes remains the biggest contributor to category growth, led by Pureen

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Consumers will continue to seek the best deals, including online

Home care wipes could benefit from consumers' busy lifestyles

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