

Baby and Child-Specific Products in Malaysia

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Baby and Child-Specific Products in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Parents shift to natural, multifunctional variants as they seek chemical-free convenience Cost-conscious consumers prompt private label innovations Parallel imports present competitive threat, while organic and botanical offerings remain in high demand

PROSPECTS AND OPPORTUNITIES

Convenience trend to continue to drive development, while facial care for children will rise Clean and natural positioning grows in importance Both online and offline stores to maintain strong distribution of category products

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