Baby and Child-Specific Products in Malaysia

April 2023

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Baby and Child-Specific Products in Malaysia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Minimal impact from inflation as baby and child-specific products continue to thrive
Parents increasingly demand natural and sensitive products for their children
Strong competition encountered from parallel imports

PROSPECTS AND OPPORTUNITIES

Parents place value in convenient baby and child-specific toiletries
Expected rise in products made with natural components as rising number of parents with strong awareness in chemical contents within toiletries
Online retailing is becoming more competitive with a growing variety of baby and child-specific products appearing

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DISCLAIMER

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