

Surface Care in Malaysia

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Hygiene awareness paves the way for spending on home care disinfectants, especially amongst younger consumers and parents
Elevated food prices and high living costs underpin growth of multipurpose cleaners
Value deals and refill packs appeal to local consumers

PROSPECTS AND OPPORTUNITIES

Local household brand Sun Jiang expands its portfolio with new wash and wax floor cleaner
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Electric mopping is an alternative, and could threaten sales of floor cleaners

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Home Care in Malaysia - Industry Overview

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DISCLAIMER

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