



Wipes in Malaysia

March 2024

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Wipes in Malaysia - Category analysis

KEY DATA FINDINGS

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

PROSPECTS AND OPPORTUNITIES

Consumers will continue to seek the best deals, including online

Home care wipes could benefit from consumers' busy lifestyles

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DISCLAIMER

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