



Euromonitor
International

Menstrual Care in Malaysia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Affordability contributes to growth in standard towels
- Kimberly-Clark and Kotex maintain overall leadership
- Store-based retail leads distribution, while e-commerce rises rapidly

PROSPECTS AND OPPORTUNITIES

- Improved living standards and hygiene awareness to aid category growth
- E-commerce offers attract through favourable prices as promotions continue to push sales
- Sanitary pad packaging with Braille labels serves visually impaired consumers, while natural and organic trends accelerate within menstrual care

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Tissue and Hygiene in Malaysia - Industry Overview

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DISCLAIMER

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