



Euromonitor
International

Bleach in Malaysia

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Bleach retains its popularity, thanks to its versatility and affordability
Rising health and environmental concerns have negative impact on sales
Home care disinfectants offer a safer and more convenient alternative to bleach

PROSPECTS AND OPPORTUNITIES

Bleach will remain popular amongst price-sensitive consumers, who will show little brand loyalty
Growing demand for more sustainable products will undermine sales
E-commerce sales will continue to rise, although physical stores will remain important

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Home Care in Malaysia - Industry Overview

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DISCLAIMER

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