



Euromonitor
International

Toilet Care in Malaysia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Steady growth for toilet care, fuelled by increasing hygiene concerns
- In-cistern devices are valued for round-the-clock cleaning function
- Growing demand for multipurpose cleaners amid busy lifestyles

PROSPECTS AND OPPORTUNITIES

- Increasing demand for sustainable toilet care solutions
- Rising demand for disinfectants in cleaning routines
- E-commerce sales will continue to rise, although physical stores will retain largest share of the pie

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DISCLAIMER

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