



Laundry Care in Malaysia

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Laundry care sees positive growth, driven by introduction of multifunctional and cost-saving products
Baking soda emerges as key natural ingredient in laundry detergents
Growing popularity of front-loading washing machines among urban consumers drives demand for low-suds formulations

PROSPECTS AND OPPORTUNITIES

Laundry care will see increasing segmentation
Bio-Home unveils ECO refill stations, while its laundry sheets offer consumers a sustainable alternative
Offline retailers dominate, but e-commerce is set to continue to rise, as subscription-based models gain traction

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