



Euromonitor
International

Baby and Child-Specific Products in Malaysia

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Baby and Child-Specific Products in Malaysia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economy, quality and convenience choices help to shape demand trends
Johnson & Johnson leverages a strong brand portfolio to lead baby and child-specific products
Mother and baby specialist retailers boost the distribution of baby and child-specific products

PROSPECTS AND OPPORTUNITIES

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DISCLAIMER

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