



Euromonitor  
International

# Air Care in Malaysia

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for air care continues to grow, with natural offerings gaining traction  
High levels of car ownership drive demand for car air fresheners  
E-commerce is on the rise

PROSPECTS AND OPPORTUNITIES

Rising demand for multifunctional air fresheners  
Candle air fresheners and reed diffusers offer a blend of fragrance and aesthetics  
Affluent consumers turn to essential oil diffusers

CATEGORY DATA

- Table 1 - Sales of Air Care by Category: Value 2019-2024
- Table 2 - Sales of Air Care by Category: % Value Growth 2019-2024
- Table 3 - Sales of Air Care by Fragrance: Value Ranking 2022-2024
- Table 4 - NBO Company Shares of Air Care: % Value 2020-2024
- Table 5 - LBN Brand Shares of Air Care: % Value 2021-2024
- Table 6 - Forecast Sales of Air Care by Category: Value 2024-2029
- Table 7 - Forecast Sales of Air Care by Category: % Value Growth 2024-2029

Home Care in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Home care in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for home care?

MARKET INDICATORS

- Table 8 - Households 2019-2024

MARKET DATA

- Table 9 - Sales of Home Care by Category: Value 2019-2024
- Table 10 - Sales of Home Care by Category: % Value Growth 2019-2024
- Table 11 - NBO Company Shares of Home Care: % Value 2020-2024
- Table 12 - LBN Brand Shares of Home Care: % Value 2021-2024
- Table 13 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 14 - Distribution of Home Care by Format: % Value 2019-2024
- Table 15 - Distribution of Home Care by Format and Category: % Value 2024
- Table 16 - Forecast Sales of Home Care by Category: Value 2024-2029
- Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/air-care-in-malaysia/report](http://www.euromonitor.com/air-care-in-malaysia/report).