



Laundry Care in Malaysia

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Laundry Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Strong Demand for Multifunctional Products Drives Sales

Chart 2 - Daia'S 3-In-1 Softergent Drives Multifunctionality Trend in Malaysia'S Laundry Care Market

Laundry Detergents Remain Dominant, Driven by Consumer Needs

Sustainability an Increasingly Key Trend, Influencing Product Innovation

Chart 3 - Value Sales of Laundry Care 2020-2030

Chart 4 - Volume Sales of Laundry Care 2020-2030

Chart 5 - Value Sales of Laundry Care by Category 2025

WHAT'S NEXT?

Consumers to Drive Demand for Eco-Friendly and Multifunctional Laundry Care Products

Chart 6 - Analyst Insight for Laundry Care

Laundry Detergents Will Maintain Its Dominance with Its Multifunctional Innovations

E-Commerce and Subscription Models to Gain Traction with Eco-Friendly Products

Chart 7 - Forecast Value Sales of Laundry Care 2020-2030

Chart 8 - Forecast Value Sales of Laundry Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Kao Strengthens Its Lead with Sustainable Innovations

Chart 9 - Attack Liquid Detergent 3kg Refill Spout Pouch: Setting New Standards in Sustainable Laundry

Ecominim Launches Plant-Based Laundry Products

Chart 10 - Ecominim's Plant-Based Laundry Innovations

Daia'S 3-In-1 Softergent Lavender Taps into the Multifunctionality Trend

Chart 11 - Company Shares of Laundry Care 2025

Chart 12 - Brand Shares of Laundry Care 2025

CHANNELS

Grocery Retailers Lead Laundry Care Sales

Retail E-Commerce the Fastest-Growing Channel

E-Commerce Gains Traction with Sustainable and Multifunctional Products

Chart 13 - Retail Channels for Laundry Care 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Laundry Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Laundry Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Resilient Home Care Market Driven by Economic and Demographic Factors

Chart 22 - Analyst Insight for Home Care

Laundry Care Dominates Market Share

Kao Malaysia Drives Sustainability with Eco-Friendly Launches

Chart 23 - Kao Malaysia Launches Eco-Friendly Magiclean Floor Cleaner Refill Pouch, Driving Sustainability

Chart 24 - Value Sales of Home Care 2020-2030

Chart 25 - Volume Sales of Home Care 2020-2030

Chart 26 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Laundry Care Will Maintain Its Dominance

Sustainability Will Drive Innovation and Growth

Targeted Products to Gain Traction among Younger Consumers

Chart 27 - Forecast Value Sales of Home Care 2020-2030

Chart 28 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc?Johnson and Unilever Continue to Lead

Chart 29 - Innovative Antibacterial Cleaner with Natural Fermentation Technology

New Products From Kao and Pipper Standard

Chart 30 - Kao Malaysia Launches Magiclean Innovations for Health-Conscious Consumers

Opportunities Arise From Sustainability and Innovation

Chart 31 - Company Shares of Home Care 2025

Chart 32 - Brand Shares of Home Care 2025

CHANNELS

Grocery Retailers Dominate Sales

E-Commerce Gains Traction with Convenience and Promotions

Digital Channels to Continue Growing with Consumer Behaviour Shift

Chart 33 - Retail Channels of Home Care 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Home Care

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Home Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/laundry-care-in-malaysia/report.