



Surface Care in Malaysia

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Multifunctional products fuel growth, given high cost of living
- Refill stations appeal to environmentally-conscious consumers
- Rising demand for antibacterial and disinfecting surface care products, fuelled by consumers' growing hygiene concerns

PROSPECTS AND OPPORTUNITIES

- Stick and robotic vacuum cleaners and electric mops pose viable threat to standard floor cleaners
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DISCLAIMER

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