



Home Care in Malaysia

April 2026

Table of Contents

EXECUTIVE SUMMARY

Resilient Home Care Market Driven by Economic and Demographic Factors

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Resilient Home Care Market Driven by Economic and Demographic Factors

Chart 2 - Analyst Insight for Home Care

Laundry Care Dominates Market Share

Kao Malaysia Drives Sustainability with Eco-Friendly Launches

Chart 3 - Kao Malaysia Launches Eco-Friendly Magiclean Floor Cleaner Refill Pouch, Driving Sustainability

Chart 4 - Value Sales of Home Care 2020-2030

Chart 5 - Volume Sales of Home Care 2020-2030

Chart 6 - 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 7 - Forecast Value Sales of Home Care 2020-2030

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

COMPETITIVE LANDSCAPE

Johnson and Unilever Continue to Lead

Chart 9 - Innovative Antibacterial Cleaner with Natural Fermentation Technology

New Products From Kao and Pimper Standard

Chart 10 - Kao Malaysia Launches Magiclean Innovations for Health-Conscious Consumers

Opportunities Arise From Sustainability and Innovation

Chart 11 - Company Shares of Home Care 2025

Chart 12 - 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 13 - Retail Channels of Home Care 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Home Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Home Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Brands Adopt Shrinkflation to Maintain Profitability

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Brands Adopt Shrinkflation to Maintain Profitability

Premium Formats Thrive in Speciality Retail and E-Commerce

Sustainability and Wellness Drive Innovation and Growth

Chart 22 - Value Sales of Air Care 2020-2030

Chart 23 - Volume Sales of Air Care 2020-2030

Chart 24 - Value Sales of Air Care by Category 2025

WHAT'S NEXT?

Consumers to Drive Demand for Wellness-Focused and Eco-Friendly Products

Chart 25 - Analyst Insight for Air Care

Car and Spray/Aerosol Air Fresheners Will Remain the Largest Categories

Digital Platforms and Sustainability Shape Business Strategies

Chart 26 - Forecast Value Sales of Air Care 2020-2030

Chart 27 - Forecast Value Sales of Air Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Their Dominance through Innovation

Glade Introduces Smaller 452G Variety

Chart 28 - Brands Look for Alternatives to Remain Profitable due to Value-for Money Trend

Market Trends and Opportunities for Businesses

Chart 29 - Company Shares of Air Care 2025

Chart 30 - Brand Shares of Air Care 2025

CHANNELS

Modern Trade Leads Air Care Sales Thanks to Its Broad Assortments

Retail E-Commerce Grows Rapidly, Driven by Convenience

Omnichannel Strategies Key to Capturing Evolving Demand

Chart 31 - Retail Channels of Air Care 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Air Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Air Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mood-Boosting Ingredients Drive Growth in Bleach Sales

KEY INDUSTRY TRENDS

Chart 39 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Mood-Boosting Ingredients Drive Growth in Bleach Sales

Affordable Multi-Purpose Bleach Products Gain Traction

Stricter Regulations Drive Innovation in Safer Formulations

Chart 40 - Value Sales of Bleach 2020-2030

Chart 41 - Volume Sales of Bleach 2020-2030

WHAT'S NEXT?

Consumers to Drive Demand for Sustainable Bleach Products

Chart 42 - Analyst Insight for Bleach

E-Commerce to Drive Sales with Competitive Pricing and Promotions

Sustainable Formulations and Mood-Boosting Scents to Shape the Future

Chart 43 - Forecast Value Sales of Bleach 2020-2030

COMPETITIVE LANDSCAPE

Leading Brands Solidify Their Positions through Innovation and Distribution

Chart 44 - Kuat Harimau Bleach Lemon Taps Into Mood-Boosting Trend

No Significant Mergers or New Entrants Expected

Chart 45 - Company Shares of Bleach 2025

Chart 46 - Brand Shares of Bleach 2025

CHANNELS

Grocery Retailers Lead Bleach Sales Thanks to Their Convenience

Retail E-Commerce Gains Share with Its Wider Product Variety and Promotions

No New Retail Brands or Concepts Emerge in 2026

Chart 47 - Retail Channels of Bleach 2020-2025

ECONOMIC CONTEXT

Chart 48 - Economic Context for Bleach

Chart 49 - Real Gdp Growth 2020-2030

Chart 50 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 51 - Consumer Context for Bleach

Chart 52 - Population 2020-2030

Chart 53 - Consumer Expenditure 2020-2030

Chart 54 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Dishwashing in Malaysia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium and Wellness-Focused Products Drive Sales Growth

KEY INDUSTRY TRENDS

Chart 55 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Premium and Wellness-Focused Products Drive Sales Growth

Hand Dishwashing Remains Dominant, Automatic Dishwashing Gradually Developing

Sustainability and Health Drive Innovation and Consumer Choice

Chart 56 - Value Sales of Dishwashing 2020-2030

Chart 57 - Volume Sales of Dishwashing 2020-2030

Chart 58 - Value Sales of Dishwashing by Category 2025

WHAT'S NEXT?

Consumers to Prioritise Affordability and Sustainability in Dishwashing

Hand Dishwashing to Remain Dominant, Automatic Dishwashing Will Continue Gradually Developing

E-Commerce Will Continue to Shape Dishwashing Sales Channels

Chart 59 - Forecast Value Sales of Dishwashing 2020-2030

Chart 60 - Forecast Value Sales of Dishwashing by Category 2025-2030

COMPETITIVE LANDSCAPE

Seventh Generation Launches New Product with Plant-Based Ingredients

Chart 61 - Seventh Generation's Bio-Based Dishwashing Product

Unilever and Colgate-Palmolive Dominate with Strong Brand Portfolios

Cose Launches New Concentrated Dishwashing Liquid

Chart 62 - COSE's New Concentrated Dishwashing Liquid

Chart 63 - Company Shares of Dishwashing 2025

Chart 64 - Brand Shares of Dishwashing 2025

CHANNELS

Supermarkets and Hypermarkets Lead Dishwashing Sales

Retail E-Commerce Drives Growth with Convenience and Promotions

E-Commerce Continues to Shape Sales Landscape

Chart 65 - Analyst Insight for Dishwashing

Chart 66 - Retail Channels of Dishwashing 2020-2025

ECONOMIC CONTEXT

Chart 67 - Economic Context for Dishwashing

Chart 68 - Real Gdp Growth 2020-2030

Chart 69 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 70 - Consumer Context for Dishwashing

Chart 71 - Population 2020-2030

Chart 72 - Consumer Expenditure 2020-2030

Chart 73 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Insecticides in Malaysia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rising Demand for Safer Formulations Drives Growth

KEY INDUSTRY TRENDS

Chart 74 - Key Industry Trends of Home Insecticides

INDUSTRY PERFORMANCE

Rising Demand for Safer Formulations Drives Growth

Spray/Aerosol Insecticides Dominate Market Share

Electric Insecticides See Dynamic Growth

Chart 75 - Value Sales of Home Insecticides 2020-2030

Chart 76 - Volume Sales of Home Insecticides 2020-2030

Chart 77 - Value Sales of Home Insecticides by Category 2025

WHAT'S NEXT?

Consumers to Drive Demand for Safer, Multifunctional Insecticides

Spray/Aerosol Insecticides Will Remain Dominant, Electric Insecticides Most Dynamic

Rise of Eco-Friendly Alternatives and Digital Channels to Shape Future

Chart 78 - Forecast Value Sales of Home Insecticides 2020-2030

Chart 79 - Forecast Value Sales of Home Insecticides by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Dominance through Innovation

Unique Anti-Landing Technology in Kao's Bioré Guard Mos Block Serum

Chart 80 - Kao's Bioré GUARD Mos Block Serum with Unique Anti-Landing Technology

No Significant Mergers or Acquisitions or New Launches

Chart 81 - Company Shares of Home Insecticides 2025

Chart 82 - Brand Shares of Home Insecticides 2025

CHANNELS

Offline Retail Remains Dominant Despite E-Commerce Growth

Retail E-Commerce the Fastest-Growing Channel

Chart 83 - Analyst Insight for Home Insecticides

Trends Shaping Retail Environment

Chart 84 - Retail Channels of Home Insecticides 2020-2025

ECONOMIC CONTEXT

Chart 85 - Economic Context for Home Insecticides

Chart 86 - Real Gdp Growth 2020-2030

Chart 87 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 88 - Consumer Context for Home Insecticides

Chart 89 - Population 2020-2030

Chart 90 - Consumer Expenditure 2020-2030

Chart 91 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Laundry Care in Malaysia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Strong Demand for Multifunctional Products Drives Sales

KEY INDUSTRY TRENDS

Chart 92 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Strong Demand for Multifunctional Products Drives Sales

Chart 93 - 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 94 - Value Sales of Laundry Care 2020-2030

Chart 95 - Volume Sales of Laundry Care 2020-2030

Chart 96 - Value Sales of Laundry Care by Category 2025

WHAT'S NEXT?

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

Chart 97 - 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 98 - Forecast Value Sales of Laundry Care 2020-2030

Chart 99 - Forecast Value Sales of Laundry Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Kao Strengthens Its Lead with Sustainable Innovations

Chart 100 - Attack Liquid Detergent 3kg Refill Spout Pouch: Setting New Standards in Sustainable Laundry

Ecominim Launches Plant-Based Laundry Products

Chart 101 - Ecominim's Plant-Based Laundry Innovations

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

Chart 102 - Company Shares of Laundry Care 2025

Chart 103 - 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 104 - Retail Channels for Laundry Care 2020-2025

ECONOMIC CONTEXT

Chart 105 - Economic Context for Laundry Care

Chart 106 - Real Gdp Growth 2020-2030

Chart 107 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 108 - Consumer Context for Laundry Care

Chart 109 - Population 2020-2030

Chart 110 - Consumer Expenditure 2020-2030

Chart 111 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Polishes in Malaysia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Formulations Drive Sales Growth and Polish Market Expansion

KEY INDUSTRY TRENDS

Chart 112 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Premium Formulations Drive Sales Growth and Polish Market Expansion

Chart 113 - Analyst Insight for Polishes

Shoe Polish Remains the Largest Category

Enhanced Quality Trend Shapes Polish Market Dynamics

Chart 114 - Value Sales of Polishes 2020-2030

Chart 115 - Volume Sales of Polishes 2020-2030

Chart 116 - Value Sales of Polishes by Category 2025

WHAT'S NEXT?

Premium Formulations and Sustainability Will Drive Future Sales

Shoe Polish Will Remain Dominant, While Furniture Polish Will Face Challenges

E-Commerce Growth Slows as Physical Stores Maintain Their Dominance

Chart 117 - Forecast Value Sales of Polishes 2020-2030

Chart 118 - Forecast Value Sales of Polishes by Category 2025-2030

COMPETITIVE LANDSCAPE

Kiwi Continues to Lead Thanks to Its Quality and Distribution

Jades & Easystone's New Aureo Shoe Polish and Shoeshine Sponge

Chart 119 - Aureo's Shine & Nourish Cream Marks New Era in Premium Leather Shoe Care

No Significant Mergers or New Launches Expected

Chart 120 - Company Shares of Polishes 2025

Chart 121 - Brand Shares of Polishes 2025

CHANNELS

Supermarkets and Hypermarkets Lead Polish Sales through In-Person Inspection

Retail E-Commerce Drives Growth with Wider Product Selections and Promotions

Omnichannel Presence Key to Capturing Growing Demand

Chart 122 - Retail Channels of Polishes 2020-2025

ECONOMIC CONTEXT

Chart 123 - Economic Context for Polishes

Chart 124 - Real Gdp Growth 2020-2030

Chart 125 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 126 - Consumer Context for Polishes

Chart 127 - Population 2020-2030

Chart 128 - Consumer Expenditure 2020-2030

Chart 129 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Surface Care in Malaysia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Brands Innovate with Sustainable and Multifunctional Products

KEY INDUSTRY TRENDS

Chart 130 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Brands Innovate with Sustainable and Multifunctional Products

Largest Category Drives Growth with Multifunctionality

Sustainability and Health Drive Innovation and Growth

Chart 131 - Value Sales of Surface Care 2020-2030

Chart 132 - Volume Sales 2020-2030

Chart 133 - Value Sales of Surface Care by Category 2025

WHAT'S NEXT?

Consumers to Drive Growth with Eco-Friendly and Multifunctional Demands

Multipurpose Cleaners Will Continue to Lead as Multifunctionality Drives Sales

E-Commerce and Sustainability Shape Business Strategies

Chart 134 - Forecast Value Sales of Surface Care 2020-2030

Chart 135 - Forecast Value Sales of Surface Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Kao and Sc Johnson Lead Thanks to Their Innovation and Sustainability

Chart 136 - Magiclean Floor Cleaner Debuts Larger, Eco Friendly 2.8-litre Pouch Pack, Reducing Plastic Use by 67%

Kao Launches Magiclean Pipe & Sink Cleaner and New Magiclean Floor Cleaner Eco-Friendly Pouch Pack

Chart 137 - Kao Boosts Health-Focused Surface Care with Magiclean Pipe & Sink Cleaner Launch

Opportunities Emerge for Businesses in Sustainable and Multifunctional Products

Chart 138 - Company Shares 2025

Chart 139 - Brand Shares 2025

CHANNELS

Retail E-Commerce Gains Share as Consumers Seek Convenience, but Offline Sales Still Dominate

Omnichannel Retailing Becoming Increasingly Important

Chart 140 - Analyst Insight for Surface Care

No Emerging Retail Brands or Concepts Identified

Chart 141 - Retail Channels of Surface Care 2020-2025

ECONOMIC CONTEXT

Chart 142 - Economic Context for Surface Care

Chart 143 - Real Gdp Growth 2020-2030

Chart 144 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 145 - Consumer Context for Surface Care

Chart 146 - Population 2020-2030

Chart 147 - Consumer Expenditure 2020-2030

Chart 148 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Toilet Care in Malaysia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Kao and Clorox Drive Innovation in Hygiene Solutions

KEY INDUSTRY TRENDS

Chart 149 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Kao and Clorox Drive Innovation in Hygiene Solutions

Toilet Liquids/Foam Dominates Market Share Thanks to Its Convenience

Evolving Product Formats and Health Trends Shape Market

Chart 150 - Value Sales of Toilet Care 2020-2030

Chart 151 - Volume Sales of Toilet Care 2020-2030

Chart 152 - Value Sales of Toilet Care by Category 2025

WHAT'S NEXT?

Sustainable and Smart Solutions to Drive Future Growth

In-Cistern Devices to See the Most Dynamic Growth

Chart 153 - Analyst Insight for Toilet Care

Health and Wellness Trends to Shape Industry Landscape

Chart 154 - Forecast Value Sales of Toilet Care 2020-2030

Chart 155 - Forecast Value Sales of Toilet Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Maintain Their Grip through Innovation and Distribution

Chart 156 - Kao Leads Toilet Care Innovation in Malaysia with Compact, Spray-Based Cleaners for Modern Homes

Kao Launches Easy-To-Spray Toilet Cleaner

Stable Competitive Landscape with Opportunities for Innovation

Chart 157 - Clorox Foaming Toilet Bomb Cleaner Leads 2025's Health-Driven Shift in Home Toilet Care

Chart 158 - Company Shares of Toilet Care 2025

Chart 159 - Brand Shares of Toilet Care 2025

CHANNELS

Convenience Stores Lead Toilet Care Sales

Retail E-Commerce Is the Fastest-Growing Channel in Toilet Care

Key Trends Shaping Toilet Care Distribution in Malaysia

Chart 160 - Retail Channels of Toilet Care 2020-2025

ECONOMIC CONTEXT

Chart 161 - Economic Context for Toilet Care

Chart 162 - Real Gdp Growth 2020-2030

Chart 163 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 164 - Consumer Context for Toilet Care

Chart 165 - Population 2020-2030

Chart 166 - Consumer Expenditure 2020-2030

Chart 167 - 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/home-care-in-malaysia/report.