



Euromonitor
International

Oral Care in Malaysia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Improving product knowledge and greater affordability see consumers switch to power toothbrushes and more sophisticated oral care routines
Colgate-Palmolive tops oral care with the largest product coverage from toothbrushes to toothpaste to mouthwashes
Grocery retailers remain popular as oral care consumers value convenience

PROSPECTS AND OPPORTUNITIES

Stronger oral hygiene awareness to sustain growth trajectory in oral care
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DISCLAIMER

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