

Consumer Electronics in Malaysia

Market Direction | 2022-08-08 | 81 pages | Euromonitor

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Report description:

The rate of growth in retail constant value sales (2022 prices) of consumer electronics slowed significantly during 2022 but remained relatively strong. Despite the boost to economic activity provided by the easing of pandemic restrictions, mounting inflationary pressure made many local consumers more cautious in their discretionary spending.

Euromonitor International's Consumer Electronics in Malaysia report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Electronics market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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2022 DEVELOPMENTS

Rising prices wipe out growth in retail volume sales
Growing popularity of gaming boosts demand for higher-end laptops
Even as pandemic restrictions are relaxed, e-commerce continues to grow in importance

PROSPECTS AND OPPORTUNITIES

Laptops will continue to cannibalise desktops
More affluent local consumers will increasingly demand higher-specification laptops
Price will remain the main driver for most local consumers

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Rising used car sales provide some support to demand, particularly for in-dash media players

Pioneer and Kenwood strengthen their leadership in in-car speakers and in-dash media players, respectively

PROSPECTS AND OPPORTUNITIES

5G will make smartphones an even more attractive alternative to in-car entertainment

Most local consumers will remain very price sensitive

E-commerce will continue to grow in importance

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2022 DEVELOPMENTS

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Demand increasingly limited to a hard core of audiophiles and cinephiles

Hard-pressed consumers delay non-essential purchases like soundbars

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Soundbars will buck the downward trend

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GoPro a favourite with sports enthusiasts and adventurous travellers

Canon increasingly focused on professionals and hobbyists

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Smartphones will continue to cannibalise dedicated imaging devices

SLR and compact system cameras will grow in popularity

Appliances and electronics specialists likely to remain dominant

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 Smartphones crush demand for portable media players
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 Government sees smartphones as a means of boosting financial inclusion

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Apple's AirPods rapidly losing ground to cheaper alternatives

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