

## **Air Treatment Products in Malaysia**

Market Direction | 2022-11-30 | 40 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Traditionally perceived as luxury rather than essential products due to their higher than average unit prices, the penetration of air purifiers is nevertheless growing in Malaysia in 2022. Demand for air purifiers has been rising since the outbreak of COVID-19 due to heightened awareness of the need to maintain a clean and healthy living environment during the pandemic, with a greater focus on purifying the air to keep it free from bacteria, allergens and viruses in the home. There has also been...

Euromonitor International's Air Treatment Products in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, 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, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Air Purifiers, Cooling, Dehumidifiers, Humidifiers.

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

Why buy this report?

- \* Get a detailed picture of the Air Treatment Products 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Air Treatment Products in Malaysia  
Euromonitor International  
November 2022

### List Of Contents And Tables

#### AIR TREATMENT PRODUCTS IN MALAYSIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Air purifiers see higher penetration despite cost, with smart technology boosting sales to affluent consumers

Growth remains positive but slowed for air conditioners in 2022

Government SAVE programmes encourage purchases in energy-efficient air conditioners with rebates for consumers

##### PROSPECTS AND OPPORTUNITIES

Air treatment products will see continued volume growth as players add more value and functionality to their offerings

Consumers to remain concerned with value and will seek to make savings where possible

Appliances and electronics specialists to maintain dominance despite persistent rise of e-commerce

##### CATEGORY DATA

Table 1 Sales of Air Treatment Products by Category: Volume 2017-2022

Table 2 Sales of Air Treatment Products by Category: Value 2017-2022

Table 3 Sales of Air Treatment Products by Category: % Volume Growth 2017-2022

Table 4 Sales of Air Treatment Products by Category: % Value Growth 2017-2022

Table 5 Sales of Air Conditioners by Connected Appliances: % Volume 2018-2022

Table 6 NBO Company Shares of Air Treatment Products: % Volume 2018-2022

Table 7 LBN Brand Shares of Air Treatment Products: % Volume 2019-2022

Table 8 Distribution of Air Treatment Products by Format: % Volume 2017-2022

Table 9 Production of Air Conditioners: Total Volume 2017-2022

Table 10 □Forecast Sales of Air Treatment Products by Category: Volume 2022-2027

Table 11 □Forecast Sales of Air Treatment Products by Category: Value 2022-2027

Table 12 □Forecast Sales of Air Treatment Products by Category: % Volume Growth 2022-2027

Table 13 □Forecast Sales of Air Treatment Products by Category: % Value Growth 2022-2027

#### CONSUMER APPLIANCES IN MALAYSIA

##### EXECUTIVE SUMMARY

Consumer appliances in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

##### MARKET INDICATORS

Table 14 Household Penetration of Selected Total Stock Consumer Appliances by Category 2017-2022

Table 15 Replacement Cycles of Consumer Appliances by Category 2017-2022

Table 16 Forecast Household Penetration of Selected Total Stock Consumer Appliances by Category 2022-2027

Table 17 Forecast Replacement Cycles of Consumer Appliances by Category 2022-2027

##### MARKET DATA

Table 18 Sales of Consumer Appliances by Category: Volume 2017-2022

Table 19 Sales of Consumer Appliances by Category: Value 2017-2022

Table 20 Sales of Consumer Appliances by Category: % Volume Growth 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 21 Sales of Consumer Appliances by Category: % Value Growth 2017-2022

Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022

Table 23 □Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022

Table 24 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022

Table 25 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022

Table 26 □Sales of Small Appliances by Category: Volume 2017-2022

Table 27 □Sales of Small Appliances by Category: Value 2017-2022

Table 28 □Sales of Small Appliances by Category: % Volume Growth 2017-2022

Table 29 □Sales of Small Appliances by Category: % Value Growth 2017-2022

Table 30 □NBO Company Shares of Major Appliances: % Volume 2018-2022

Table 31 □LBN Brand Shares of Major Appliances: % Volume 2019-2022

Table 32 □NBO Company Shares of Small Appliances: % Volume 2018-2022

Table 33 □LBN Brand Shares of Small Appliances: % Volume 2019-2022

Table 34 □Distribution of Major Appliances by Format: % Volume 2017-2022

Table 35 □Distribution of Small Appliances by Format: % Volume 2017-2022

Table 36 □Forecast Sales of Consumer Appliances by Category: Volume 2022-2027

Table 37 □Forecast Sales of Consumer Appliances by Category: Value 2022-2027

Table 38 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027

Table 39 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027

Table 40 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027

Table 41 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027

Table 42 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027

Table 43 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027

Table 44 □Forecast Sales of Small Appliances by Category: Volume 2022-2027

Table 45 □Forecast Sales of Small Appliances by Category: Value 2022-2027

Table 46 □Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027

Table 47 □Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## Air Treatment Products in Malaysia

Market Direction | 2022-11-30 | 40 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com