

## **Consumer Appliances in Malaysia**

Market Direction | 2022-11-30 | 135 pages | Euromonitor

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### **Report description:**

Consumer appliances are seeing substantial price hikes of at least 5% in Malaysia in 2022. Inflationary pressures directly follow global lockdowns, with rising costs of raw materials and components, and supply and logistics issues further exacerbating the situation. In addition, the MYR is weakening. Major retailers in 2021 were to some extent able to absorb price hikes by manufacturers, but in 2022 many retailers have been forced to up their prices by at least 1-5% in order to cope with the mor...

Euromonitor International's Consumer Appliances 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: Major Appliances, Small Appliances.

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 Appliances 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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Some signs of premiumisation in fridge freezers, while SAVE schemes offer rebates for energy-efficient purchases

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Samsung maintains its overall lead in 2022, bolstered by innovation and consumer shift towards automatic formats

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Fragmented landscape led by Panasonic in 2022, followed by local player Pensonic

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Premiumisation will become more prevalent despite price sensitivity

Economic uncertainty to benefit small cooking appliances and prompt price wars

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