

## **Food Preparation Appliances in Malaysia**

Market Direction | 2022-11-30 | 39 pages | Euromonitor

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### **Report description:**

Food preparation appliances continues to experience demand in 2022, following on from the steady performance seen during the review period, though overall volume sales growth is only marginally positive. Locals enjoy cooking together especially during festive seasons such as Raya, Haji, Chinese New Year, Deepavali, and Christmas. Malaysian consumers have also shown a growing interest in cooking and baking at home due to greater exposure to television programmes and social media platforms which f...

Euromonitor International's Food Preparation 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: Blenders, Food Processors, Juice Extractors, Mixers, Other Food Preparation 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 Food Preparation 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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##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Slight positive volume growth seen in 2022, with multifunctional, time-saving devices gaining ground though overall demand is low

Sales supported by at-home cooking trends and price sensitivity, and consumers continue shift away from slow juicers to centrifugal juicers

Philips, Panasonic and Pensonic lead overall food preparation appliances in 2022, while e-commerce continues to benefit from online shift

##### PROSPECTS AND OPPORTUNITIES

Home-cooking culture to support steady volume growth over forecast period

E-commerce will go from strength to strength, while health trends and influencers will improve dietary standards

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