

## **Refrigeration Appliances in Malaysia**

Market Direction | 2022-11-30 | 44 pages | Euromonitor

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### **Report description:**

2021 saw further MCOs and lockdowns in Malaysia as waves of COVID-19 continued to sweep the country, forcing many consumers to remain at home for much of the year. Work-from-home policies were also deployed wherever possible. This scenario combined with reduced foodservice (apart from permitted takeaway services), meant that consumers prepared and ate more meals in their own home, boosting demand for adequate cold storage for both fresh and frozen food as people reduced their visits to grocery r...

Euromonitor International's Refrigeration 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: Built-in Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

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

### **Why buy this report?**

- \* Get a detailed picture of the Refrigeration 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.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
November 2022

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### **REFRIGERATION APPLIANCES IN MALAYSIA**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Overall growth falls in 2022, driven by the decline of freestanding fridge freezers

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

Sharp maintains its overall lead, and e-commerce continues to rise

#### **PROSPECTS AND OPPORTUNITIES**

E-commerce to see further rises

Limited demand ahead for refrigeration appliances thanks to economic uncertainty, though at-home cooking trends will support sales

Most consumers to seek best-value options, with built-in formats and higher-end models restricted to Malaysia's more affluent residents

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