

Retail E-Commerce in Malaysia

Market Direction | 2023-03-20 | 39 pages | Euromonitor

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Report description:

E-commerce registered a slower growth in current value terms in 2022 compared to the previous two years. Growth slowed largely due to consumers returning to shopping physical stores after movement restrictions were further relaxed from April 2022. Additionally, the lifting of border restrictions also saw some consumers starting to go abroad again, with this taking sales of some products out of the country. Many people were keen to go shopping in person again in 2022 having been trapped at home f...

Euromonitor International's Retail E-Commerce in Malaysia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Slower growth in e-commerce as consumers return to physical stores

FashionValet Forced to close as COVID-19 takes its toll on its business operations

Shopee and Lazada marketplaces still market leaders

PROSPECTS AND OPPORTUNITIES

Growth set to stabilise as e-commerce becomes more mature

Increasing reliance on online shopping among the young generation set to drive sales

Competition likely to intensify over the forecast period

CHANNEL DATA

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RETAIL IN MALAYSIA

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New format/variation of stores introduced to retain customers

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

Chinese New Year

New Year End

Hari Raya Aidilfitri (or Hari Raya Puasa)

11.11 Single Day Sales

MARKET DATA

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