

Appliances and Electronics Specialists in Malaysia

Market Direction | 2023-03-20 | 36 pages | Euromonitor

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Report description:

After sales growth slowed in 2020 in response to the outbreak of COVID-19 and the restrictions imposed, appliances and electronics specialists witnessed double-digit growth in current value terms in 2021. The most key factor underpinning this excellent performance was the dramatic increase seen in demand for computers and peripherals, a trend which can be attributed mainly to the requirement for Malaysia's white collar professionals, office workers and service industry personnel to work from home...

Euromonitor International's Appliances and Electronics Specialists 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.

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

Why buy this report?

- * Get a detailed picture of the Appliances and Electronics Specialists 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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