

## **Malaysia Online Retail Market Summary, Competitive Analysis and Forecast to 2026**

Industry Report | 2023-01-13 | 41 pages | MarketLine

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### **Report description:**

Malaysia Online Retail Market Summary, Competitive Analysis and Forecast to 2026

#### Summary

Online Retail in Malaysia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2016-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The online retail market includes all sales within Clothing & Footwear, Electricals, Food & Grocery, Health & Beauty, Home and Other (Books, News & Stationery, Jewelry & Watches, Luggage & Leather Goods, Music, Video & Entertainment Software, Sports & Leisure Equipment and others) segments, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is included irrespective of whether the vendor is a pure-play internet company or the online offering of a bricks and mortar retailer. Online specialists retailers include sell only via the internet. Other online retail is a sell done online by retailers that also operate via offline channels (in-store, mail order, direct selling, etc.)
- The Malaysian online retail market had total revenues of \$3,630.0m in 2021, representing a compound annual growth rate (CAGR) of 26.6% between 2017 and 2021.
- Online Specialists account for the largest proportion of sales in the Malaysian online retail market in 2021, sales through this channel generated \$1,912.1m, equivalent to 52.7% of the market's overall value.
- Consumers in Malaysia prefer online shopping through mobile phones and other digital devices. Major Malaysian online retail platforms are Shopee and Lazada.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online

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retail market in Malaysia

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in Malaysia
- Leading company profiles reveal details of key online retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Malaysia online retail market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Malaysia online retail market by value in 2021?
- What will be the size of the Malaysia online retail market in 2026?
- What factors are affecting the strength of competition in the Malaysia online retail market?
- How has the market performed over the last five years?
- Who are the top competitors in Malaysia's online retail market?

## **Table of Contents:**

### Table of Contents

#### 1 Executive Summary

##### 1.1. Market value

##### 1.2. Market value forecast

##### 1.3. Category segmentation

##### 1.4. Geography segmentation

##### 1.5. Market rivalry

##### 1.6. Competitive Landscape

#### 2 Market Overview

##### 2.1. Market definition

##### 2.2. Market analysis

#### 3 Market Data

##### 3.1. Market value

#### 4 Market Segmentation

##### 4.1. Category segmentation

##### 4.2. Geography segmentation

##### 4.3. Market distribution

#### 5 Market Outlook

##### 5.1. Market value forecast

#### 6 Five Forces Analysis

##### 6.1. Summary

##### 6.2. Buyer power

##### 6.3. Supplier power

##### 6.4. New entrants

##### 6.5. Threat of substitutes

##### 6.6. Degree of rivalry

#### 7 Competitive Landscape

##### 7.1. Who are the leading players?

##### 7.2. What are the main business models in the market?

##### 7.3. What strategies do the leading players follow?

##### 7.4. Who are the main challengers to the incumbents?

#### 8 Company Profiles

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- 8.1. Amazon.com, Inc.
- 8.2. Courts Asia Ltd
- 8.3. DFI Retail Group Holdings Ltd
- 9 Macroeconomic Indicators
- 9.1. Country data
- 10 Appendix
- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

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