

## **Computers and Peripherals in Malaysia**

Market Direction | 2023-07-25 | 22 pages | Euromonitor

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### **Report description:**

Retail volume sales of computers and peripherals fell for the second consecutive year in 2023, following strong growth in 2021. The latter was due to a switch to remote working and schooling, as the COVID-19 pandemic forced consumers to spend more time at home. Indeed, demand for portable computers increased sharply in 2021, with entry-level and mid-range laptops growing at the expense of more expensive models. Indeed, laptops dominate sales of computers and peripherals in Malaysia, as they offer...

Euromonitor International's Computers and Peripherals in Malaysia report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, 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, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers, Peripherals.

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

Why buy this report?

- \* Get a detailed picture of the Computers and Peripherals 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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## Table of Contents:

Computers and Peripherals in Malaysia  
Euromonitor International  
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### List Of Contents And Tables

#### COMPUTERS AND PERIPHERALS IN MALAYSIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Demand for computers and peripherals continues to weaken in 2023, as consumers have no need to refresh their newly-purchased devices

Attractive tax incentives are counteracted by continued inflationary pressures

HP remains market leader, while e-commerce grows in importance

##### PROSPECTS AND OPPORTUNITIES

Premiumisation will be key driver in computer and peripherals

Paperless initiatives will hamper sales of printers

Manufacturers to intensify their efforts to lock consumers into their ecosystems, but Malaysians will remain price sensitive

##### CATEGORY DATA

Table 1 Sales of Computers and Peripherals by Category: Volume 2018-2023

Table 2 Sales of Computers and Peripherals by Category: Value 2018-2023

Table 3 Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023

Table 4 Sales of Computers and Peripherals by Category: % Value Growth 2018-2023

Table 5 Sales of Computers by Category: Business Volume 2018-2023

Table 6 Sales of Computers by Category: Business Value MSP 2018-2023

Table 7 Sales of Computers by Category: Business Volume Growth 2018-2023

Table 8 Sales of Computers by Category: Business Value MSP Growth 2018-2023

Table 9 NBO Company Shares of Computers and Peripherals: % Volume 2019-2023

Table 10 □LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023

Table 11 □Distribution of Computers and Peripherals by Channel: % Volume 2018-2023

Table 12 □Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028

Table 13 □Forecast Sales of Computers and Peripherals by Category: Value 2023-2028

Table 14 □Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028

Table 15 □Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028

Table 16 □Forecast Sales of Computers by Category: Business Volume 2023-2028

Table 17 □Forecast Sales of Computers by Category: Business Value MSP 2023-2028

Table 18 □Forecast Sales of Computers by Category: Business Volume Growth 2023-2028

Table 19 □Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

#### CONSUMER ELECTRONICS IN MALAYSIA

##### EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

##### MARKET DATA

Table 20 Sales of Consumer Electronics by Category: Volume 2018-2023

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Table 21 Sales of Consumer Electronics by Category: Value 2018-2023

Table 22 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 23 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 24 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 25 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 26 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 27 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 28 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 29 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 30 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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