

## **Consumer Electronics in Malaysia**

Market Direction | 2023-07-25 | 81 pages | Euromonitor

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### **Report description:**

Consumer electronics in Malaysia saw modest growth in 2023, although sales remained well below 2021 levels in constant value (2023 prices) terms. As the country emerged from the pandemic, consumers became increasingly keen to travel, socialise and spend more time outside the home, which translated into lower spending on electronics. Local tourism was also boosted by the introduction of new tax incentives, designed to encourage Malaysians to travel domestically.

Euromonitor International's Consumer Electronics 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 and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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

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

- \* Get a detailed picture of the Consumer Electronics 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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Attractive tax incentives are counteracted by continued inflationary pressures

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#### PROSPECTS AND OPPORTUNITIES

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Soundbars are a focus of manufacturer attention

International brands hold away, thanks to their established reputations

#### PROSPECTS AND OPPORTUNITIES

Continued decline in demand for home audio and cinema

Soundbars are set to grow in popularity

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Re-opening of international borders and tax incentives designed to boost domestic tourism provide favourable environment digital camcorders

Competition in digital camcorders is good news for consumers, while Canon increasingly focuses on professionals and hobbyists

##### PROSPECTS AND OPPORTUNITIES

Smartphones will continue to cannibalise dedicated imaging devices, but sport/action camcorders will retain their niche

Physical retailers will remain the preferred channel, but e-commerce is set to rise

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