

Home Laundry Appliances in Malaysia

Market Direction | 2024-01-09 | 40 pages | Euromonitor

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Report description:

Post-pandemic the demand for home laundry appliances has been declining in Malaysia, following a pandemic-era trend of increased investment in such products amid a notable shift towards enhancing home comfort. With travel and holiday plans curtailed, a redirection of funds usually allotted for leisure towards home appliance upgrades was observed, leading to a mild increase in volume sales of home laundry appliances in 2021. However, this trend showed signs of reversal in 2022, with a decline in...

Euromonitor International's Home Laundry Appliances in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Automatic Dryers, Automatic Washer Dryers, Automatic Washing Machines, Built-in Home Laundry Appliances, Freestanding Home Laundry Appliances, Semi-Automatic Washing Machines.

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

Why buy this report?

- * Get a detailed picture of the Home Laundry Appliances 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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Top-loaders prove popular most popular format though sales fall as front-loaders rise
Market led by multinationals

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Value-seeking behaviour to persist as e-commerce expands

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