

Microwaves in Malaysia

Market Direction | 2024-01-09 | 36 pages | Euromonitor

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Report description:

The Malaysian market for microwaves saw a decline in retail volume sales in 2023, continuing from 2022's dip that followed a period of growth from 2019 to 2021. The decline is partly due to a reduced need for new or replacement microwaves after a surge in purchases during the height of the pandemic. These appliances are increasingly adopted by local households thanks to their convenience, flexibility, space-saving design and the ability to cook a wide range of meals, in addition to other attribu...

Euromonitor International's Microwaves 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: Built-in Microwaves, Freestanding Microwaves.

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

Why buy this report?

- * Get a detailed picture of the Microwaves 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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Panasonic in the lead as e-commerce continues to rise

Multifunctionality and convenience drive overall growth, with a focus on energy-saving features

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