

Refrigeration Appliances in Malaysia

Market Direction | 2024-01-09 | 43 pages | Euromonitor

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Report description:

Post-pandemic the demand for refrigeration appliances has dropped in Malaysia, largely thanks to the decrease in purchases of freestanding fridge freezers, a segment that had previously seen significant growth. The decrease was a result of a saturation point reached in 2021, where a substantial number of consumers had already upgraded their appliances due to increased need for improved food preservation during the COVID-19 pandemic. There has been a lack of new purchases during 2022 and 2023, as...

Euromonitor International's Refrigeration 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: Built-in Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

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

Why buy this report?

- * Get a detailed picture of the Refrigeration 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.

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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Euromonitor International

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Refrigeration appliances benefits from essential nature of its products despite a drop in demand

Premium purchases supported by preference for large capacity, rising interest in energy efficiency and increased health concerns

Multinationals lead the competitive landscape with appliances and electronics specialists dominating distribution

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Health trends to drive growth as freestanding fridge freezers remain dominant

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