

Discounters in Malaysia

Market Direction | 2024-02-28 | 35 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

The leading chained players in discounters have been eyeing potential expansion opportunities in the wake of the COVID-19 pandemic, as the improved situation has made it easier for them to justify greater investment in outlet growth. Players have been drawn to the perceived strong growth potential for outlets located in lower-income neighbourhoods in rural and semirural areas. These locations are considered good places to target the core consumer base for discounters in a response to growing dem...

Euromonitor International's Discounters in Malaysia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Discounters 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Discounters in Malaysia
Euromonitor International
February 2024

List Of Contents And Tables

DISCOUNTERS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Discounter stores see slowed growth in face of attractive alternatives

Growth hindered by lack of government support

Partnership deal called off, while KPF Trading maintains leadership with D'mart

PROSPECTS AND OPPORTUNITIES

Government loses interest in introducing more super-saver discount formats

Discounters need to bolster value proposition to stay competitive

Expansion opportunities may lie in rural and suburban areas

CHANNEL DATA

Table 1 Discounters: Value Sales, Outlets and Selling Space 2018-2023

Table 2 Discounters: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 3 Discounters GBO Company Shares: % Value 2019-2023

Table 4 Discounters GBN Brand Shares: % Value 2020-2023

Table 5 Discounters LBN Brand Shares: Outlets 2020-2023

Table 6 Discounters Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 7 Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

RETAIL IN MALAYSIA

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Growth slows as revenge spending subsides

New entrants intensify the competition

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Chinese New Year

Hari Raya festivals

Christmas and year-end festive season

MARKET DATA

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 10 Sales in Retail Offline by Channel: Value 2018-2023

Table 11 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 12 Retail Offline Outlets by Channel: Units 2018-2023

Table 13 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 14 Sales in Retail E-Commerce by Product: Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 15	Sales in Retail E-Commerce by Product: % Value Growth 2018-2023
Table 16	Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 17	□Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 18	□Sales in Grocery Retailers by Channel: Value 2018-2023
Table 19	□Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
Table 20	□Grocery Retailers Outlets by Channel: Units 2018-2023
Table 21	□Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 22	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 23	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 24	□Sales in Non-Grocery Retailers by Channel: Value 2018-2023
Table 25	□Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
Table 26	□Non-Grocery Retailers Outlets by Channel: Units 2018-2023
Table 27	□Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 28	□Retail GBO Company Shares: % Value 2019-2023
Table 29	□Retail GBN Brand Shares: % Value 2020-2023
Table 30	□Retail Offline GBO Company Shares: % Value 2019-2023
Table 31	□Retail Offline GBN Brand Shares: % Value 2020-2023
Table 32	□Retail Offline LBN Brand Shares: Outlets 2020-2023
Table 33	□Retail E-Commerce GBO Company Shares: % Value 2019-2023
Table 34	□Retail E-Commerce GBN Brand Shares: % Value 2020-2023
Table 35	□Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 36	□Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 37	□Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 38	□Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 39	□Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 40	□Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 41	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
Table 42	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
Table 43	□Forecast Sales in Retail Offline by Channel: Value 2023-2028
Table 44	□Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
Table 45	□Forecast Retail Offline Outlets by Channel: Units 2023-2028
Table 46	□Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
Table 47	□Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
Table 48	□Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
Table 49	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 50	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 51	□Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
Table 52	□Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
Table 53	□Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
Table 54	□Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
Table 55	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 56	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 57	□Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
Table 58	□Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
Table 59	□Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
Table 60	□Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
DISCLAIMER	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Discounters in Malaysia

Market Direction | 2024-02-28 | 35 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-08"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com