

## **Discounters in Malaysia**

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

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### **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.

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