

General Merchandise Stores in Malaysia

Market Direction | 2024-02-28 | 37 pages | Euromonitor

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Report description:

In line with global trends, department stores in Malaysia are losing appeal due to growing interest in fast-fashion retailers such as H&M, Zara, Uniqlo, and Padini which offer the latest fashions at relatively affordable prices. Small boutique stores and single-brand outlets present stiff competition to department stores. Early entrants like Parkson have established themselves in major cities where space is limited, and rental costs are high. However, the landscape has shifted with the rise of s...

Euromonitor International's General Merchandise Stores 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.

Product coverage: Department Stores, Variety Stores.

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

Why buy this report?

- * Get a detailed picture of the General Merchandise Stores 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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reliable information resources to help drive informed strategic planning.

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