

Home Products Specialists in Malaysia

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

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Report description:

Mr DIY continued to expand aggressively in Malaysia in 2023, cementing its lead in a highly fragmented competitive landscape. The success of Mr DIY mainly lies in its ability to provide a large variety of good-value products under one roof, thereby providing a convenient and comprehensive shopping experience for its customers. The retailer's leadership of home products specialists is thanks to its aggressive and ambitious expansion plans, which saw the number of stores operated under the chain i...

Euromonitor International's Home Products Specialists 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: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

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

Why buy this report?

- * Get a detailed picture of the Home Products Specialists 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Mr DIY drives expansion in the home products space

Megastore format gains ground and Mr DIY launches first Emtop store in Malaysia

IKEA remains leader of homewares and home furnishings

PROSPECTS AND OPPORTUNITIES

Mr DIY to continue with aggressive expansion with a focus on East Malaysia region

IKEA will focus on northern and southern areas, while all players will invest more in e-commerce

Value-for-money retailers to benefit from downtrading trend as property market set to see some improvement

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