

Supermarkets in Malaysia

Market Direction | 2024-02-28 | 36 pages | Euromonitor

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Report description:

Like hypermarkets, the supermarkets channel struggled for growth during the pandemic as consumers adjusted their shopping behaviour. Due to the restrictions in place and the fear of contagion, alongside a shift to home working arrangements, many consumers switched to proximity shopping with this favouring neighbourhood convenience stores. After a difficult couple of years supermarkets finally returned to growth in 2022 in current value terms, while new outlets were also opened. In 2023 current v...

Euromonitor International's Supermarkets 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 Supermarkets 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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