

Homewares in Malaysia

Market Direction | 2024-06-05 | 18 pages | Euromonitor

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Report description:

Homewares in Malaysia saw steady growth in current value terms in 2023. Sales were boosted by the increasing emphasis on aesthetic appeal as consumers looked for stylish and modern cookware, ovenware, and other homewares to enhance the visual appeal of their homes. This trend was driven by social media platforms such as Facebook and Instagram where individuals and influencers showcase beautiful homewares, inspiring Malaysians to invest in these products. Moreover, the growing popularity of home...

Euromonitor International's Homewares in Malaysia report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2028 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Dining, Kitchen.

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

Why buy this report?

- * Get a detailed picture of the Homewares 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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Euromonitor International
June 2024

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2023 DEVELOPMENTS

Sales of homewares in Malaysia on the rise as consumers look to improve the visual appeal of their homes

An increased focus on home cooking boosts demand for ovenware

Tupperware remains the top homewares brand in Malaysia, owing to its wide product range

PROSPECTS AND OPPORTUNITIES

Homewares could see growth limited by market saturation in Malaysia

Department stores set to remain the top choice as they offer personalised services and a wide range of products

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Summary 1 Research Sources

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