

Home Audio and Cinema in Malaysia

Market Direction | 2024-07-25 | 21 pages | Euromonitor

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Report description:

Overall, retail sales of home audio and cinema in Malaysia are projected to continue to decline in volume and current value terms in 2024. The category is dominated by hi-fi systems and home cinema and speaker systems, but the demand for these products is being undermined by the growing popularity of smartphones and streaming audio and video services. As importantly, wireless speakers (under portable players) are rapidly growing in popularity. These come in a range of different designs, sizes an...

Euromonitor International's Home Audio and Cinema in Malaysia report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Audio Separates, Digital Media Player Docks, Hi-Fi Systems, Home Cinema and Speaker Systems, Other Home Audio and Cinema, Speakers.

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 Audio and Cinema 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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Wireless speakers negatively impact home audio and cinema
Soundbars help home cinema and speaker systems buck the decline trend
Cautious optimism over the property market but economic fears persist

PROSPECTS AND OPPORTUNITIES

Retailers to look to BNPL and an omnichannel approach to lure consumers
Manufacturers and retailers need to continue to push soundbars
Rising trend for refurbished/used products to dampen growth

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