

Home Improvement in Malaysia

Market Direction | 2024-06-05 | 17 pages | Euromonitor

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Report description:

Home improvement was the most dynamic category in home and garden in current value terms in 2023. This was owing to the growth and development of the country's DIY culture, spurred on by an abundance of online tutorials across platforms such as YouTube, Facebook, and Instagram, which have empowered more Malaysians to undertake their own home improvement projects. Moreover, the increased focus on the need for multifunctional homes - such as creating spaces for working from home - has also encoura...

Euromonitor International's Home Improvement 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: Bathroom and Sanitaryware, Floor Covering, Hand Tools, Hardware, Home Paint, Kitchen Sinks, Other Home Improvement, Power Tools, Wall Covering.

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 Improvement 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

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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 reliable information resources to help drive informed strategic planning.

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Floor covering benefits from a strong housing market
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