

Mobile Phones in Malaysia

Market Direction | 2024-07-25 | 22 pages | Euromonitor

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Report description:

Mobile phones in Malaysia benefits from the development of the 5G network in the market. Government initiatives aimed at encouraging the widespread adoption of 5G have incorporated Rahmah smartphone packages. As of 31 December 2023, Malaysia's 5G network achieved coverage of 80.2%, with plans to shift to dual network coverage. Malaysia 5G service subscriptions - 3.6 million subscribers - had a double-digit adoption rate as of 31 October 2023. From 31 August-31 December 2023 the Ministry of Commu...

Euromonitor International's Mobile Phones 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: Feature Phones, Smartphones.

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

Why buy this report?

- * Get a detailed picture of the Mobile Phones 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.

Table of Contents:

Mobile Phones in Malaysia
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List Of Contents And Tables

MOBILE PHONES IN MALAYSIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rahmah 5G package roll-outs provide a welcome push for smartphones
Samsung and Honor are big winners through the national 5G programme
Transsion creates a buzz with affordable smartphones

PROSPECTS AND OPPORTUNITIES

Influencers and digital content creators to aid category profile and growth
E-commerce sales on the rise while Telcos emerge
Refurbished/used products to dampen new sales

CATEGORY DATA

- Table 1 Sales of Mobile Phones by Category: Volume 2019-2024
- Table 2 Sales of Mobile Phones by Category: Value 2019-2024
- Table 3 Sales of Mobile Phones by Category: % Volume Growth 2019-2024
- Table 4 Sales of Mobile Phones by Category: % Value Growth 2019-2024
- Table 5 Sales of Smartphones by Screen Size: % Retail Volume 2021-2024
- Table 6 NBO Company Shares of Mobile Phones: % Volume 2020-2024
- Table 7 LBN Brand Shares of Mobile Phones: % Volume 2021-2024
- Table 8 Distribution of Mobile Phones by Channel: % Volume 2019-2024
- Table 9 Forecast Sales of Mobile Phones by Category: Volume 2024-2029
- Table 10 □Forecast Sales of Mobile Phones by Category: Value 2024-2029
- Table 11 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029
- Table 12 □Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029
- Table 13 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

CONSUMER ELECTRONICS IN MALAYSIA

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer electronics?

MARKET DATA

- Table 14 Sales of Consumer Electronics by Category: Volume 2019-2024
- Table 15 Sales of Consumer Electronics by Category: Value 2019-2024
- Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
- Table 17 Sales of Consumer Electronics by Category: % Value Growth 2019-2024
- Table 18 NBO Company Shares of Consumer Electronics: % Volume 2020-2024

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Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 20 Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 22 Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 23 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

Mobile Phones in Malaysia

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