

## Online Retail in Malaysia

Industry Report | 2024-09-06 | 44 pages | MarketLine

### **AVAILABLE LICENSES:**

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

### **Report description:**

Online Retail in Malaysia

Summary

Online Retail in Malaysia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

- The online retail market is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.
- The Malaysian online retail sector recorded revenues of \$3,374.2 million in 2023, representing a compound annual growth rate (CAGR) of 23.5% between 2018 and 2023.
- The electrical & electronics retail segment accounted for the sector's largest proportion in 2023, with total revenues of \$1,239.2 million, equivalent to 36.7% of the sector's overall value.
- Malaysia's online retail sector held 0.3% of the market share in the Asia-Pacific region in 2023.

### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in Malaysia
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in Malaysia
- Leading company profiles reveal details of key online retail market players' global operations and financial performance

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

- Add weight to presentations and pitches by understanding the future growth prospects of the Malaysia online retail market with five year forecasts

## Reasons to Buy

- What was the size of the Malaysia online retail market by value in 2023?
- What will be the size of the Malaysia online retail market in 2028?
- What factors are affecting the strength of competition in the Malaysia online retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Malaysia's online retail market?

## **Table of Contents:**

- Table of Contents
- 1 Executive Summary
  - 1.1. Market value
  - 1.2. Market value forecast
  - 1.3. Category segmentation
  - 1.4. Geography segmentation
  - 1.5. Market rivalry
  - 1.6. Competitive landscape
- 2 Market Overview
  - 2.1. Market definition
  - 2.2. Market analysis
- 3 Market Data
  - 3.1. Market value
- 4 Market Segmentation
  - 4.1. Category segmentation
  - 4.2. Geography segmentation
  - 4.3. Market distribution
- 5 Market Outlook
  - 5.1. Market value forecast
- 6 Five Forces Analysis
  - 6.1. Summary
  - 6.2. Buyer power
  - 6.3. Supplier power
  - 6.4. New entrants
  - 6.5. Threat of substitutes
  - 6.6. Degree of rivalry
- 7 Competitive Landscape
  - 7.1. Who are the leading players?
  - 7.2. What strategies do the leading players follow?
  - 7.3. Who are the main challengers to the incumbents?
  - 7.4. What are the recent developments in the market?
- 8 Company Profiles
  - 8.1. Amazon.com Inc
  - 8.2. Courts Asia Ltd
  - 8.3. Alibaba Group Holding Ltd

8.4. Guardian Pharmacy (M) Sdn Bhd

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Online Retail in Malaysia

Industry Report | 2024-09-06 | 44 pages | MarketLine

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-06"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)