

Luxury Goods in Malaysia

Market Direction | 2024-10-15 | 43 pages | Euromonitor

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Report description:

The demand for luxury goods in Malaysia continues to grow at a healthy pace in 2024 buoyed by renewed consumer confidence, an uptick in tourism and a rapid rise in the number of wealthy individuals in the country. The further expansion of luxury retail space in Malaysia is also providing great growth opportunities for sales of personal luxury goods. For example, The Exchange TRX retail and lifestyle centre opened in Malaysia's capital, Kuala Lumpur, in November 2023. This landmark development fe...

Euromonitor International's Luxury Goods in Malaysia report offers a comprehensive guide to the size and shape of the Luxury Goods market 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 and their effects on Luxury Goods retailing along with the development of consumers' shopping patterns. Forecasts to 2028 illustrate how the market is set to change

Product coverage: Experiential Luxury, Fine Wines/Champagne and Spirits, Personal Luxury, Premium and Luxury Cars.

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

Why buy this report?

- * Get a detailed picture of the Luxury Goods 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 reliable information resources to help drive informed strategic planning.

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Players focus on wine appreciation and gifting to drive sales in Malaysia

Producers of luxury brandy and cognac use interesting and engaging events to fuel demand in 2024

PROSPECTS AND OPPORTUNITIES

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BMW drives into a commanding lead thanks to the success of new models, including electric vehicles (EV), and the new Retail.Next dealership concept

Strong momentum and pick up of electric and hybrid vehicles resulted from rapid China brands penetration and Tesla

PROSPECTS AND OPPORTUNITIES

Demand on premium and luxury cars expected to be on the rise with strong positive outlook following active launch of new models

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Super premium beauty and personal care

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Expansion of retail space key to the growth of personal luxury

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