

Microwaves in Malaysia

Market Direction | 2024-11-22 | 36 pages | Euromonitor

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Report description:

Sales of microwaves saw a return to growth in retail volume terms in 2024 for the first time in three years. This growth was supported by a strong improvement in the housing market with home sales seeing strong growth during the first half of 2024. The property market in urban and suburban areas remained cautiously optimistic as inflation eased and the government used initiatives to support homebuyers. New homeowners - especially first-time buyers - are often keen to equip their homes with new C...

Euromonitor International's Microwaves in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Built-in Microwaves, Freestanding Microwaves.

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

Why buy this report?

- * Get a detailed picture of the Microwaves 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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