

Small Cooking Appliances in Malaysia

Market Direction | 2024-11-22 | 41 pages | Euromonitor

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Report description:

Pod coffee machines was the most dynamic category in small cooking appliances in 2024 in retail volume terms, albeit with growth coming from a relatively low base. These appliances are finding an audience among more affluent consumers in Malaysia who are looking to recreate the cafe experience in their homes. Demand has also been fuelled by the increased number of consumers who are working from home for at least part of their working week. The category has also benefited from new product developments...

Euromonitor International's Small Cooking Appliances 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: Breadmakers, Coffee Machines, Coffee Mills, Electric Grills, Electric Steamers, Freestanding Hobs, Fryers, Kettles, Other Small Cooking Appliances, Rice Cookers, Slow Cookers.

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

Why buy this report?

- * Get a detailed picture of the Small Cooking Appliances 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.

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reliable information resources to help drive informed strategic planning.

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Consumers switch to cooking and drinking coffee at home to save money, while air fryers benefit from focus on healthy eating
Effects of boycott on brands aided demand for coffee at home

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