

# Appliances and Electronics Specialists in Malaysia

<https://marketpublishers.com/r/A7F1A154C739EN.html>

Date: February 2024

Pages: 35

Price: US\$ 990.00 (Single User License)

ID: A7F1A154C739EN

## Abstracts

The pandemic lockdowns negatively affected some store-based appliances and electronics specialists. Nonetheless, with the lifting of restrictions and the reopening of international borders, sales benefited from the pent-up demand accumulated during the pandemic. In addition, events such as the 2022 FIFA World Cup helped provide an incentive to update and purchase new televisions and other home electronics.

Euromonitor International's Appliances and Electronics Specialists in Malaysia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

### Why buy this report?

Get a detailed picture of the Appliances and Electronics Specialists 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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Smart and sustainable home living as an avenue for growth

LG sees potential in Malaysia and is set to open more local stores

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