

# E-Commerce in Malaysia

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## Abstracts

E-commerce in Malaysia continued to develop in 2020, notably in the area of third-party consumer-to-consumer marketplaces, as the range of products on offer expanded. While e-commerce witnessed an increasing trend over much of the review period, the onset of the global pandemic propelled it further helping to extend its consumer base in Malaysia. Lockdown and the closure of non-essential outlets made consumers increasingly willing to engage with online shopping, especially as numerous trusted on...

Euromonitor International's E-Commerce 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.

**Product coverage:** Cross-border E-Commerce, E-Commerce by Product Category, Mobile E-Commerce.

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

## Why buy this report?

Get a detailed picture of the E-Commerce 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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### KEY DATA FINDINGS

#### 2020 IMPACT

Growth in higher value transactions in e-commerce as consumer confidence in this channel grows, particularly since the onset of the pandemic

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