

Luxury Portable Consumer Electronics in Malaysia

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Abstracts

Malaysian luxury retailing was hit hard by the COVID-19 pandemic in the first half of 2020. Around one fifth of the demand for luxury portable consumer electronics in Malaysia is attributed to international travellers, therefore the MCO and border closures significantly reduced the travel flow in 2020 and subsequently decimated sales. Demand was lowered due to the loss of international tourists, especially from mainland Chinese visitors. As a result, luxury portable consumer electronics were for...

Euromonitor International's Luxury Portable Consumer Electronics in Malaysia report offers a comprehensive guide to the size and shape of the Luxury Portable Consumer Electronics 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 Portable Consumer Electronics retailing along with the development of consumers' shopping patterns. Forecasts to 2025 illustrate how the market is set to change

Product coverage: Luxury Mobile Phones, Luxury Wearables.

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 Portable Consumer Electronics 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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Despite consumer reluctance to spend on these products due to economic uncertainty, luxury wearables remains the mainstay of category sales thanks to fitness tracking monitors

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