

Mobile E-Commerce in Malaysia

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Abstracts

Mobile e-commerce is booming and is rapidly moving towards becoming Malaysian's favourite channel for e-commerce. The main reason for this is the high penetration of smartphones among the Malaysian population. Indeed, recent years have seen a proliferation of affordable smartphones, which has made them the device of choice for accessing the internet for many Malaysians, with tablets and computers often seen as too expensive and/or too cumbersome in comparison with smartphones. In its recent e-Co...

Euromonitor International's Mobile 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.

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

Why buy this report?

Get a detailed picture of the Mobile 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

Slight drop off in high growth rate in 2020 as consumers are less mobile during lockdown with e-commerce sales temporarily switching to tablets and laptops
Businesses rapidly develop apps during the pandemic in a bid to reach consumers living under government restrictions
Younger consumers hold the key to the future of mobile e-commerce

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Mobile e-commerce players based overseas now subject to 6% digital tax
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