

Retail in Malaysia

<https://marketpublishers.com/r/RFE582795963EN.html>

Date: February 2024

Pages: 118

Price: US\$ 2,100.00 (Single User License)

ID: RFE582795963EN

Abstracts

Following reopened borders and lifted restrictions in 2022, Malaysia's retail sector witnessed a surge in consumer revenue spending throughout the year. However, starting from the second quarter of 2023, the trend showed signs of decline as consumer demand weakened. Malaysians became more inclined to prioritise purchasing food essentials over discretionary products, influenced by rising interest rates and heightened inflationary pressures. The ongoing weaker consumer sentiment and a heightened s...

Euromonitor International's Retail 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: Retail E-Commerce, Retail Offline.

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

Why buy this report?

Get a detailed picture of the Retail 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.

Contents

RETAIL IN MALAYSIA

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Growth slows as revenge spending subsides

New entrants intensify the competition

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Chinese New Year

Hari Raya festivals

Christmas and year-end festive season

MARKET DATA

Table 1 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 2 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 3 Sales in Retail Offline by Channel: Value 2018-2023

Table 4 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 5 Retail Offline Outlets by Channel: Units 2018-2023

Table 6 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 7 Sales in Retail E-Commerce by Product: Value 2018-2023

Table 8 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 9 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 10 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 11 Sales in Grocery Retailers by Channel: Value 2018-2023

Table 12 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 13 Grocery Retailers Outlets by Channel: Units 2018-2023

Table 14 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 15 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 16 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 17 Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 18 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 Non-Grocery Retailers Outlets by Channel: Units 2018-2023

- Table 20 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
- Table 21 Retail GBO Company Shares: % Value 2019-2023
- Table 22 Retail GBN Brand Shares: % Value 2020-2023
- Table 23 Retail Offline GBO Company Shares: % Value 2019-2023
- Table 24 Retail Offline GBN Brand Shares: % Value 2020-2023
- Table 25 Retail Offline LBN Brand Shares: Outlets 2020-2023
- Table 26 Retail E-Commerce GBO Company Shares: % Value 2019-2023
- Table 27 Retail E-Commerce GBN Brand Shares: % Value 2020-2023
- Table 28 Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 29 Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 30 Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 31 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 32 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 33 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 34 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
- Table 35 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
- Table 36 Forecast Sales in Retail Offline by Channel: Value 2023-2028
- Table 37 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
- Table 38 Forecast Retail Offline Outlets by Channel: Units 2023-2028
- Table 39 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
- Table 40 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
- Table 41 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
- Table 42 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 43 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 44 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
- Table 45 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
- Table 46 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
- Table 47 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
- Table 48 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 49 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 50 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
- Table 51 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 52 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 53 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth
2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

CONVENIENCE RETAILERS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Aggressive expansion continues in 2023

Labour shortages impact opening hours as players emphasise foodservice offerings

Family Mart offers first halal convenience store caf? in Malaysia, while focus on RTE
and fresh-food offerings grows

PROSPECTS AND OPPORTUNITIES

Tourism to boost sales amid persistent channel expansion

Foodservice offerings and digital development take centre stage

Potential shift towards imported and smaller packs as next growth frontier, while revised
public health bill passes upper house

CHANNEL DATA

Table 54 Convenience Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 55 Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth
2018-2023

Table 56 Sales in Convenience Retailers by Channel: Value 2018-2023

Table 57 Sales in Convenience Retailers by Channel: % Value Growth 2018-2023

Table 58 Convenience Retailers GBO Company Shares: % Value 2019-2023

Table 59 Convenience Retailers GBN Brand Shares: % Value 2020-2023

Table 60 Convenience Retailers LBN Brand Shares: Outlets 2020-2023

Table 61 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space
2023-2028

Table 62 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: %
Growth 2023-2028

Table 63 Forecast Sales in Convenience Retailers by Channel: Value 2023-2028

Table 64 Forecast Sales in Convenience Retailers by Channel: % Value Growth
2023-2028

DISCOUNTERS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Discounter stores see slowed growth in face of attractive alternatives

Growth hindered by lack of government support

Partnership deal called off, while KPF Trading maintains leadership with D'mart

PROSPECTS AND OPPORTUNITIES

Government loses interest in introducing more super-saver discount formats

Discounters need to bolster value proposition to stay competitive

Expansion opportunities may lie in rural and suburban areas

CHANNEL DATA

Table 65 Discounters: Value Sales, Outlets and Selling Space 2018-2023

Table 66 Discounters: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 67 Discounters GBO Company Shares: % Value 2019-2023

Table 68 Discounters GBN Brand Shares: % Value 2020-2023

Table 69 Discounters LBN Brand Shares: Outlets 2020-2023

Table 70 Discounters Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 71 Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

HYPERMARKETS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Channel benefits from post-pandemic lifestyles, while DFI Retail sells grocery business to domestic player

Econsave continues to lead in terms of outlet numbers

Hypermarkets to join Rahmah Basket programme as living costs rise

PROSPECTS AND OPPORTUNITIES

Giant malls will replace giant hypermarkets

Convenience stores presents continuous competitive threat to hypermarkets

Sales will continue to be supported by big families and loyal consumers, with players investing more in sustainability

CHANNEL DATA

Table 72 Hypermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 73 Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 74 Hypermarkets GBO Company Shares: % Value 2019-2023

Table 75 Hypermarkets GBN Brand Shares: % Value 2020-2023

Table 76 Hypermarkets LBN Brand Shares: Outlets 2020-2023

Table 77 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 78 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

SUPERMARKETS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium supermarkets drive overall channel growth in 2023

Supermarkets suffers some supply chain disruptions, while imported Australian products expand across shelves

Membership programmes foster brand loyalty

PROSPECTS AND OPPORTUNITIES

Jaya Grocer plans new flagship store for 2024 as channel is set see continued recovery and expansion

TFP focuses on mini-store format, and stores in the south offer growth potential for supermarkets

Health consciousness and sustainability concerns to gain traction

CHANNEL DATA

Table 79 Supermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 80 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 81 Supermarkets GBO Company Shares: % Value 2019-2023

Table 82 Supermarkets GBN Brand Shares: % Value 2020-2023

Table 83 Supermarkets LBN Brand Shares: Outlets 2020-2023

Table 84 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 85 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

SMALL LOCAL GROCERS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Small local grocers faces threat from modern retail channels

E-wallet payment method gains further ground

Focus on healthy options heightens appeal to consumers

PROSPECTS AND OPPORTUNITIES

Intensifying competition will lead to slow growth for small local grocers

Rising operational expenses to put additional strain on category players facing the need to modernise

Number of outlets sink to shrink further over forecast period

CHANNEL DATA

Table 86 Small Local Grocers: Value Sales, Outlets and Selling Space 2018-2023

Table 87 Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 88 Small Local Grocers GBO Company Shares: % Value 2019-2023

Table 89 Small Local Grocers GBN Brand Shares: % Value 2020-2023

Table 90 Small Local Grocers LBN Brand Shares: Outlets 2020-2023

Table 91 Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 92 Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: %

Growth 2023-2028

APPAREL AND FOOTWEAR SPECIALISTS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Decline in revenue spending means moderated sales growth

E-commerce expands as costs of doing business on the rise

H&M launches on Shopee in Malaysia

PROSPECTS AND OPPORTUNITIES

Rising demand for more diversified and innovative clothing options as retailers invest in membership programmes

HVG tax could potentially hamper sales of high-end brands, while e-commerce expansion encourages omnichannel approach

Mall expansion set to explode over forecast period

CHANNEL DATA

Table 93 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 94 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 95 Apparel and Footwear Specialists GBO Company Shares: % Value 2019-2023

Table 96 Apparel and Footwear Specialists GBN Brand Shares: % Value 2020-2023

Table 97 Apparel and Footwear Specialists LBN Brand Shares: Outlets 2020-2023

Table 98 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 99 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

APPLIANCES AND ELECTRONICS SPECIALISTS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Weakening consumer sentiment undermines overall growth

Inflation pushes up prices while heatwave boosts sales in air conditioners

Rahmah campaigns extend to appliances, and leading player SenHeng plans for future expansion

PROSPECTS AND OPPORTUNITIES

SAVE programme will continue to encourage energy efficient purchases while BNPL services rise

Smart and sustainable home living as an avenue for growth

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

CHANNEL DATA

Table 100 Appliances and Electronics Specialists: Value Sales, Outlets and Selling

Space 2018-2023

Table 101 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 102 Appliances and Electronics Specialists GBO Company Shares: % Value 2019-2023

Table 103 Appliances and Electronics Specialists GBN Brand Shares: % Value 2020-2023

Table 104 Appliances and Electronics Specialists LBN Brand Shares: Outlets 2020-2023

Table 105 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 106 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

HEALTH AND BEAUTY SPECIALISTS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Guardian and Watsons maintain leadership of health and beauty specialists in 2023

Pharmacies sees ongoing consolidation

Sales growth in optical goods stores moderates as revenge spending subsides

PROSPECTS AND OPPORTUNITIES

Larger pharmacy chains benefit from economies of scale

Imported products set to see rising consumer interest

Demand set to rise for halal and Korean cosmetics

CHANNEL DATA

Table 107 Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 108 Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 109 Sales in Health and Beauty Specialists by Channel: Value 2018-2023

Table 110 Sales in Health and Beauty Specialists by Channel: % Value Growth 2018-2023

Table 111 Health and Beauty Specialists GBO Company Shares: % Value 2019-2023

Table 112 Health and Beauty Specialists GBN Brand Shares: % Value 2020-2023

Table 113 Health and Beauty Specialists LBN Brand Shares: Outlets 2020-2023

Table 114 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 115 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 116 Forecast Sales in Health and Beauty Specialists by Channel: Value

2023-2028

Table 117 Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2023-2028

HOME PRODUCTS SPECIALISTS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mr DIY drives expansion in the home products space

Megastore format gains ground and Mr DIY launches first Emtop store in Malaysia

IKEA remains leader of homewares and home furnishings

PROSPECTS AND OPPORTUNITIES

Mr DIY to continue with aggressive expansion with a focus on East Malaysia region

IKEA will focus on northern and southern areas, while all players will invest more in e-commerce

Value-for-money retailers to benefit from downtrading trend as property market set to see some improvement

CHANNEL DATA

Table 118 Home Products Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 119 Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 120 Sales in Home Products Specialists by Channel: Value 2018-2023

Table 121 Sales in Home Products Specialists by Channel: % Value Growth 2018-2023

Table 122 Home Products Specialists GBO Company Shares: % Value 2019-2023

Table 123 Home Products Specialists GBN Brand Shares: % Value 2020-2023

Table 124 Home Products Specialists LBN Brand Shares: Outlets 2020-2023

Table 125 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 126 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 127 Forecast Sales in Home Products Specialists by Channel: Value 2023-2028

Table 128 Forecast Sales in Home Products Specialists by Channel: % Value Growth 2023-2028

GENERAL MERCHANDISE STORES IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Department stores lose appeal to smaller alternatives

Japan's Sogo & Seibu opens upscale department store in Malaysia

Eco Shop continues to lead expansion in variety stores

PROSPECTS AND OPPORTUNITIES

Reinvention necessary for department stores to stay afloat

Players to harness opportunities emerging from omnichannel integration

CHANNEL DATA

Table 129 General Merchandise Stores: Value Sales, Outlets and Selling Space 2018-2023

Table 130 General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 131 Sales in General Merchandise Stores by Channel: Value 2018-2023

Table 132 Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023

Table 133 General Merchandise Stores GBO Company Shares: % Value 2019-2023

Table 134 General Merchandise Stores GBN Brand Shares: % Value 2020-2023

Table 135 General Merchandise Stores LBN Brand Shares: Outlets 2020-2023

Table 136 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 137 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 138 Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028

Table 139 Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2023-2028

DIRECT SELLING IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling feels the pinch as consumer sentiment softens

KPDN endorses partnership between Lazada and direct sellers, while health and beauty products remain popular

Philippine player enters Malaysia, with Amway retaining top spot

PROSPECTS AND OPPORTUNITIES

Accelerated digitalisation to improve consumer engagement and experience

Health and wellness products continue as cornerstone offerings for direct sellers

Attractive bonuses and incentives will be key to retain sales agents, while loyalty programmes aim to keep consumers coming back

CHANNEL DATA

Table 140 Direct Selling by Product: Value 2018-2023

Table 141 Direct Selling by Product: % Value Growth 2018-2023

Table 142 Direct Selling GBO Company Shares: % Value 2019-2023

Table 143 Direct Selling GBN Brand Shares: % Value 2020-2023

Table 144 Direct Selling Forecasts by Product: Value 2023-2028

Table 145 Direct Selling Forecasts by Product: % Value Growth 2023-2028

VENDING IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vending machine use on the rise in Malaysia, with Coca-Cola leading and CoffeeBot climbing

Grab launches AI-driven reverse vending machines to promote plastic recycling, and contactless payments options became more prevalent

Government introduces IPR vending machines as product offer diversifies

PROSPECTS AND OPPORTUNITIES

Government initiatives likely to boost sales

Low-maintenance advantage will support further expansion of vending machines

KLEAN set to scale through partnership expansion as players invest in innovation

CHANNEL DATA

Table 146 Vending by Product: Value 2018-2023

Table 147 Vending by Product: % Value Growth 2018-2023

Table 148 Vending GBO Company Shares: % Value 2019-2023

Table 149 Vending GBN Brand Shares: % Value 2020-2023

Table 150 Vending Forecasts by Product: Value 2023-2028

Table 151 Vending Forecasts by Product: % Value Growth 2023-2028

RETAIL E-COMMERCE IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shoppertainment trend propels TikTok Shop, though e-commerce sales fall in 2023
Shopee and Lazada remain dominant players, while home shopping player Astro Go Shop ends operations after eight years

Singapore and Malaysia launch cross-border QR-code merchant payments

PROSPECTS AND OPPORTUNITIES

E-commerce sellers fight to keep TikTok Shop online in Malaysia

Low-value goods tax may hamper e-commerce sales growth

AI offers new avenues for growth

CHANNEL DATA

Table 152 Retail E-Commerce by Channel: Value 2017-2022

Table 153 Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 154 Retail E-Commerce by Product: Value 2017-2022

Table 155 Retail E-Commerce by Product: % Value Growth 2017-2022

Table 156 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 157 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 158 Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 159 Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 160 Forecast Retail E-Commerce by Product: Value 2022-2027

Table 161 Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

I would like to order

Product name: Retail in Malaysia

Product link: <https://marketpublishers.com/r/RFE582795963EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/RFE582795963EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970