

# Travel Retail in Malaysia

<https://marketpublishers.com/r/TC84DDB2A1FEN.html>

Date: November 2014

Pages: 16

Price: US\$ 990.00 (Single User License)

ID: TC84DDB2A1FEN

## Abstracts

Travel retail of Malaysia in 2013 outperformed growth in 2012 with 17% current value growth. This was supported by a boost in arrivals numbers and the maintained level of tourism flow domestic trips. Sales of travel retail package holidays continued to hold the largest value share of travel retail at 62%. This continued popularity was due to many consumers preferring to sign up for package holidays that cover everything for their entire trip, including accommodation, flight tickets, meals and...

Euromonitor International's Travel Retail in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

**Product coverage:** Travel Retail Sales by Category, Travel Retail Sales by Channel, Travel Retail Sales by Corporate Business vs Leisure.

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

### Why buy this report?

Get a detailed picture of the Travel 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.

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