

# Malaysia Online Retail Market Summary, Competitive Analysis and Forecast to 2026

<https://marketpublishers.com/r/M1B11E5F64B5EN.html>

Date: January 2023

Pages: 41

Price: US\$ 350.00 (Single User License)

ID: M1B11E5F64B5EN

## Abstracts

Malaysia Online Retail Market @Summary, Competitive Analysis and Forecast to 2026

### SUMMARY

Online Retail in Malaysia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2016-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The online retail market includes all sales within Clothing & Footwear, Electricals, Food & Grocery, Health & Beauty, Home and Other (Books, News & Stationery, Jewelry & Watches, Luggage & Leather Goods, Music, Video & Entertainment Software, Sports & Leisure Equipment and others) segments, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is included irrespective of whether the vendor is a pure-play internet company or the online offering of a bricks and mortar retailer. Online specialists retailers include sell only via the internet. Other online retail is a sell done online by retailers that also operate via offline channels (in-store, mail order, direct selling, etc.)

The Malaysian online retail market had total revenues of \$3,630.0m in 2021, representing a compound annual growth rate (CAGR) of 26.6% between 2017 and 2021.

Online Specialists account for the largest proportion of sales in the Malaysian online retail market in 2021, sales through this channel generated \$1,912.1m, equivalent to 52.7% of the market's overall value.

Consumers in Malaysia prefer online shopping through mobile phones and other digital devices. Major Malaysian online retail platforms are Shopee and Lazada.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in Malaysia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in Malaysia

Leading company profiles reveal details of key online retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Malaysia online retail market with five year forecasts by both value and volume

## REASONS TO BUY

What was the size of the Malaysia online retail market by value in 2021?

What will be the size of the Malaysia online retail market in 2026?

What factors are affecting the strength of competition in the Malaysia online retail market?

How has the market performed over the last five years?

Who are the top competitors in Malaysia's online retail market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. What are the main business models in the market?
- 7.3. What strategies do the leading players follow?
- 7.4. Who are the main challengers to the incumbents?

## **8 COMPANY PROFILES**

- 8.1. Amazon.com, Inc.
- 8.2. Courts Asia Ltd
- 8.3. DFI Retail Group Holdings Ltd

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Malaysia online retail sector value: \$ million, 2016–21
- Table 2: Malaysia online retail sector category segmentation: % share, by value, 2016–2021
- Table 3: Malaysia online retail sector category segmentation: \$ million, 2016-2021
- Table 4: Malaysia online retail sector geography segmentation: \$ million, 2021
- Table 5: Malaysia online retail sector distribution: % share, by value, 2021
- Table 6: Malaysia online retail sector value forecast: \$ million, 2021–26
- Table 7: Amazon.com, Inc.: key facts
- Table 8: Amazon.com, Inc.: Annual Financial Ratios
- Table 9: Amazon.com, Inc.: Key Employees
- Table 10: Amazon.com, Inc.: Key Employees Continued
- Table 11: Courts Asia Ltd: key facts
- Table 12: Courts Asia Ltd: Key Employees
- Table 13: DFI Retail Group Holdings Ltd: key facts
- Table 14: DFI Retail Group Holdings Ltd: Annual Financial Ratios
- Table 15: DFI Retail Group Holdings Ltd: Key Employees
- Table 16: Malaysia size of population (million), 2017–21
- Table 17: Malaysia gdp (constant 2005 prices, \$ billion), 2017–21
- Table 18: Malaysia gdp (current prices, \$ billion), 2017–21
- Table 19: Malaysia inflation, 2017–21
- Table 20: Malaysia consumer price index (absolute), 2017–21
- Table 21: Malaysia exchange rate, 2017–21

## List Of Figures

### LIST OF FIGURES

Figure 1: Malaysia online retail sector value: \$ million, 2016–21

Figure 2: Malaysia online retail sector category segmentation: \$ million, 2016-2021

Figure 3: Malaysia online retail sector geography segmentation: % share, by value, 2021

Figure 4: Malaysia online retail sector distribution: % share, by value, 2021

Figure 5: Malaysia online retail sector value forecast: \$ million, 2021–26

Figure 6: Forces driving competition in the online retail sector in Malaysia, 2021

Figure 7: Drivers of buyer power in the online retail sector in Malaysia, 2021

Figure 8: Drivers of supplier power in the online retail sector in Malaysia, 2021

Figure 9: Factors influencing the likelihood of new entrants in the online retail sector in Malaysia, 2021

Figure 10: Factors influencing the threat of substitutes in the online retail sector in Malaysia, 2021

Figure 11: Drivers of degree of rivalry in the online retail sector in Malaysia, 2021

## I would like to order

Product name: Malaysia Online Retail Market Summary, Competitive Analysis and Forecast to 2026

Product link: <https://marketpublishers.com/r/M1B11E5F64B5EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M1B11E5F64B5EN.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