



Euromonitor
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Home Laundry Appliances in Malaysia

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Table of Contents

Home Laundry Appliances in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand continues to decline while focus on hygiene remains strong
Top-loaders prove popular most popular format though sales fall as front-loaders rise
Market led by multinationals

PROSPECTS AND OPPORTUNITIES

Slow-but-steady growth forecast, with energy efficiency being key
Freestanding automatic washer dryers will remain fastest riser
Value-seeking behaviour to persist as e-commerce expands

CATEGORY DATA

Table 1 - Sales of Home Laundry Appliances by Category: Volume 2018-2023
Table 2 - Sales of Home Laundry Appliances by Category: Value 2018-2023
Table 3 - Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023
Table 4 - Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023
Table 5 - Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023
Table 6 - Sales of Automatic Washing Machines by Format: % Volume 2018-2023
Table 7 - Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023
Table 8 - Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023
Table 9 - NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023
Table 10 - LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023
Table 11 - Distribution of Home Laundry Appliances by Format: % Volume 2018-2023
Table 12 - Production of Home Laundry Appliances: Total Volume 2018-2023
Table 13 - Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028
Table 14 - Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028
Table 15 - Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028
Table 16 - Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

Consumer Appliances in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

Table 17 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
Table 18 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 19 - Sales of Consumer Appliances by Category: Volume 2018-2023
Table 20 - Sales of Consumer Appliances by Category: Value 2018-2023
Table 21 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
Table 22 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023
Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
Table 24 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
Table 25 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
Table 26 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 27 - Sales of Small Appliances by Category: Volume 2018-2023
Table 28 - Sales of Small Appliances by Category: Value 2018-2023
Table 29 - Sales of Small Appliances by Category: % Volume Growth 2018-2023
Table 30 - Sales of Small Appliances by Category: % Value Growth 2018-2023
Table 31 - NBO Company Shares of Major Appliances: % Volume 2019-2023
Table 32 - LBN Brand Shares of Major Appliances: % Volume 2020-2023
Table 33 - NBO Company Shares of Small Appliances: % Volume 2019-2023
Table 34 - LBN Brand Shares of Small Appliances: % Volume 2020-2023
Table 35 - Distribution of Major Appliances by Format: % Volume 2018-2023
Table 36 - Distribution of Small Appliances by Format: % Volume 2018-2023
Table 37 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
Table 38 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028
Table 39 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
Table 40 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
Table 42 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
Table 43 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
Table 44 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
Table 45 - Forecast Sales of Small Appliances by Category: Volume 2023-2028
Table 46 - Forecast Sales of Small Appliances by Category: Value 2023-2028
Table 47 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
Table 48 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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