

# Home Audio and Cinema in Malaysia

July 2024

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#### Home Audio and Cinema in Malaysia - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Wireless speakers negatively impact home audio and cinema Soundbars help home cinema and speaker systems buck the decline trend Cautious optimism over the property market but economic fears persist

## PROSPECTS AND OPPORTUNITIES

Retailers to look to BNPL and an omnichannel approach to lure consumers Manufacturers and retailers need to continue to push soundbars Rising trend for refurbished/used products to dampen growth

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