



# Appliances and Electronics Specialists in Malaysia

February 2024

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## Appliances and Electronics Specialists in Malaysia - Category analysis

### 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

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### EXECUTIVE SUMMARY

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Growth slows as revenge spending subsides  
New entrants intensify the competition  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
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