



Discounters in Malaysia

February 2024

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Discounters in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Discounter stores see slowed growth in face of attractive alternatives
Growth hindered by lack of government support
Partnership deal called off, while KPF Trading maintains leadership with D'mart

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Government loses interest in introducing more super-saver discount formats
Discounters need to bolster value proposition to stay competitive
Expansion opportunities may lie in rural and suburban areas

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