

Mobile Phones in Malaysia

July 2023

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Mobile Phones in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Smartphones are an intrinsic part of Malaysians' daily lives

Static performance in 2023, despite introduction of additional tax subsidies

Samsung sees intensified competition in the form of Xiaomi

PROSPECTS AND OPPORTUNITIES

Planned roll-out of second 5G network should boost demand for premium smartphones
Refurbished products and trade-ins will become more popular with price-conscious consumers
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