

Homewares in Malaysia

May 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Homeware records lower levels of growth due to rising inflation
Health impacts, functionality and aesthetics drive purchasing choices
Tupperware retains its lead, although Zebra Kitchenware narrows the gap

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Growth is driven by home-cooked meals, special occasions and home working
Strong growth for e-commerce as consumers appreciate convenience
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DISCLAIMER

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