

Large Cooking Appliances in Malaysia

January 2024

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Large Cooking Appliances in Malaysia - Category analysis

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2023 DEVELOPMENTS

Volume decline continues as consumers remain cautious

Aesthetics rise in importance, while freestanding models fall less slowly than built-in options

Consolidated competitive landscape

PROSPECTS AND OPPORTUNITIES

Growth will remain slow as prices rise, and e-commerce will continue to expand

Built-in hobs, freestanding cookers and ovens to enjoy continued demand

Property market progress key to growth, with innovation and e-commerce set to boost sales

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