

# Small Cooking Appliances in Malaysia

January 2024

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## Small Cooking Appliances in Malaysia - Category analysis

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#### 2023 DEVELOPMENTS

Growth falls slightly in 2023, with health trends supporting demand for light fryers

Consumer price-sensitivity impacts growth

Panasonic leads as e-commerce continues to rise

#### PROSPECTS AND OPPORTUNITIES

Steady growth forecast for small cooking appliances, supported by home cooking trend, with coffee machines set to see further rises

Price consciousness will persist, informing innovation and bolstering e-commerce

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