Euromonitor International

Mobile Phones in Malaysia

October 2025

Table of Contents

Mobile Phones in Malaysia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordable mid-range smartphones make gains amid global uncertainties
Samsung leads with Xiaomi following closely behind
Appliances and electronics specialists lead sales, but e-commerce enjoys rapid growth

PROSPECTS AND OPPORTUNITIES

Mid-range smartphones will drive growth amid economic uncertainty
Influencer marketing and cloud gaming inform how consumers interact with devices
High profile launches will continue to drive category growth in the years ahead

CATEGORY DATA

Table 1 - Sales of Mobile Phones by Category: Volume 2020-2025
Table 2 - Sales of Mobile Phones by Category: Value 2020-2025
Table 3 - Sales of Mobile Phones by Category: % Volume Growth 2020-2025
Table 4 - Sales of Mobile Phones by Category: % Value Growth 2020-2025
Table 5 - Sales of Smartphones by Screen Size: % Retail Volume 2022-2025
Table 6 - NBO Company Shares of Mobile Phones: % Volume 2021-2025
Table 7 - LBN Brand Shares of Mobile Phones: % Volume 2022-2025
Table 8 - Distribution of Mobile Phones by Channel: % Volume 2020-2025
Table 9 - Forecast Sales of Mobile Phones by Category: Volume 2025-2030
Table 10 - Forecast Sales of Mobile Phones by Category: Value 2025-2030
Table 11 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2025-2030
Table 12 - Forecast Sales of Mobile Phones by Category: % Value Growth 2025-2030
Table 13 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2025-2030

Consumer Electronics in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture
2025 key trends
Competitive landscape
Channel developments
What next for consumer electronics?

MARKET DATA

Table 14 - Sales of Consumer Electronics by Category: Volume 2020-2025
Table 15 - Sales of Consumer Electronics by Category: Value 2020-2025
Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025
Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025
Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025
Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025
Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025
Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030
Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030
Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030
Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

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SOURCES

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