

Mobile E-Commerce (Goods) in Malaysia

March 2022

Table of Contents

Mobile E-Commerce (Goods) in Malaysia - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

High smart phone penetration supports very strong growth in mobile e-commerce

Rising demand for convenience supports growth in mobile e-commerce

Advertising and marketing increasingly moves online

PROSPECTS AND OPPORTUNITIES

Mobile e-commerce set to increase in importance due to increasing digitalisation

The penetration of apparel and footwear set to increase in mobile e-commerce

Live streaming and the gamification of marketing campaigns set to emerge strongly

CHANNEL DATA

Table 1 - Mobile E-Commerce (Goods): Value 2016-2021

Table 2 - Mobile E-Commerce (Goods): % Value Growth 2016-2021

Table 3 - Mobile E-Commerce (Goods) Forecasts: Value 2021-2026

Table 4 - Mobile E-Commerce (Goods) Forecasts: % Value Growth 2021-2026

Retailing in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Retailing in 2021: The big picture

E-commerce performs well for the second consecutive year

Rapid growth of convenience stores

What next for retailing?

OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 - Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Seasonality

Chinese New Year

New Year End

Hari Raya Aidilfitri (or Hari Raya Puasa)

11.11 Single Day Sales

Payments

Delivery and collection

Emerging business models

MARKET DATA

Table 5 - Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 6 - Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 7 - Sales in Store-based Retailing by Channel: Value 2016-2021

Table 8 - Sales in Store-based Retailing by Channel: % Value Growth 2016-2021

Table 9 - Store-based Retailing Outlets by Channel: Units 2016-2021

Table 10 - Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 11 - Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 12 - Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 13 - Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 14 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 15 - Sales in Grocery Retailers by Channel: Value 2016-2021

Table 16 - Sales in Grocery Retailers by Channel: % Value Growth 2016-2021

Table 17 - Grocery Retailers Outlets by Channel: Units 2016-2021

Table 18 - Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 19 - Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 20 - Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 21 - Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 22 - Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 23 - Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 24 - Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 25 - Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 26 - Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 27 - Sales in Mixed Retailers by Channel: Value 2016-2021

Table 28 - Sales in Mixed Retailers by Channel: % Value Growth 2016-2021

Table 29 - Mixed Retailers Outlets by Channel: Units 2016-2021

Table 30 - Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 31 - Retailing GBO Company Shares: % Value 2017-2021

Table 32 - Retailing GBN Brand Shares: % Value 2018-2021

Table 33 - Store-based Retailing GBO Company Shares: % Value 2017-2021

Table 34 - Store-based Retailing GBN Brand Shares: % Value 2018-2021

Table 35 - Store-based Retailing LBN Brand Shares: Outlets 2018-2021

Table 36 - Non-Store Retailing GBO Company Shares: % Value 2017-2021

Table 37 - Non-Store Retailing GBN Brand Shares: % Value 2018-2021

Table 38 - Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 39 - Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 40 - Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 41 - Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 42 - Non-Grocery Specialists GBO Company Shares: % Value 2017-2021

Table 43 - Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021

Table 44 - Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021

Table 45 - Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021

Table 46 - Mixed Retailers GBO Company Shares: % Value 2017-2021

Table 47 - Mixed Retailers GBN Brand Shares: % Value 2018-2021

Table 48 - Mixed Retailers LBN Brand Shares: Outlets 2018-2021

Table 49 - Mixed Retailers LBN Brand Shares: Selling Space 2018-2021

Table 50 - Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026

Table 51 - Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026

Table 52 - Forecast Sales in Store-based Retailing by Channel: Value 2021-2026

Table 53 - Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026

Table 54 - Forecast Store-based Retailing Outlets by Channel: Units 2021-2026

Table 55 - Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026

Table 56 - Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026

Table 57 - Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026

Table 58 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 59 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 60 - Forecast Sales in Grocery Retailers by Channel: Value 2021-2026

Table 61 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026

Table 62 - Forecast Grocery Retailers Outlets by Channel: Units 2021-2026

Table 63 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026

Table 64 - Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 65 - Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 66 - Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026

Table 67 - Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026

Table 68 - Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 69 - Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026

Table 70 - Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 71 - Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 72 - Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 73 - Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 74 - Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 75 - Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/mobile-e-commerce-goods-in-malaysia/report.