

Mobile Phones in Malaysia

August 2022

Table of Contents

Mobile Phones in Malaysia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Higher pricing drives growth in retail constant value sales
Social media are a huge driver of smartphone use
Government sees smartphones as a means of boosting financial inclusion

PROSPECTS AND OPPORTUNITIES

Smartphones will increasingly be considered a necessity
Many local consumers will remain very price conscious
Younger consumers will drive e-commerce growth

CATEGORY DATA

Table 1 - Sales of Mobile Phones by Category: Volume 2017-2022
Table 2 - Sales of Mobile Phones by Category: Value 2017-2022
Table 3 - Sales of Mobile Phones by Category: % Volume Growth 2017-2022
Table 4 - Sales of Mobile Phones by Category: % Value Growth 2017-2022
Table 5 - Sales of Smartphones by Screen Size: % Retail Volume 2019-2022
Table 6 - NBO Company Shares of Mobile Phones: % Volume 2018-2022
Table 7 - LBN Brand Shares of Mobile Phones: % Volume 2019-2022
Table 8 - Distribution of Mobile Phones by Channel: % Volume 2017-2022
Table 9 - Forecast Sales of Mobile Phones by Category: Volume 2022-2027
Table 10 - Forecast Sales of Mobile Phones by Category: Value 2022-2027
Table 11 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2022-2027
Table 12 - Forecast Sales of Mobile Phones by Category: % Value Growth 2022-2027
Table 13 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2022-2027

Consumer Electronics in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for consumer electronics?

MARKET DATA

Table 14 - Sales of Consumer Electronics by Category: Volume 2017-2022
Table 15 - Sales of Consumer Electronics by Category: Value 2017-2022
Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2017-2022
Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2017-2022
Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2018-2022
Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2019-2022
Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2017-2022
Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2022-2027
Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2022-2027
Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027
Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

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SOURCES

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