

Watches in Malaysia

July 2021

Table of Contents

Watches in Malaysia - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Road to recovery predicted in second half of 2021

Players and retailers continue with various marketing strategies including price promotions, resulting in lower value sales

Omnichannel approach continues to appeal to basic and mid brands

PROSPECTS AND OPPORTUNITIES

International luxury watch brands to strengthen physical presence in Malaysia, appealing to affluent consumers searching for superior shopping experience

Further potential for digital sales and marketing

Social media platforms to gain popularity as strategy to attract tech-savvy consumers

CATEGORY DATA

Table 1 - Sales of Watches by Category: Volume 2016-2021

Table 2 - Sales of Watches by Category: Value 2016-2021

Table 3 - Sales of Watches by Category: % Volume Growth 2016-2021

Table 4 - Sales of Watches by Category: % Value Growth 2016-2021

Table 5 - Sales of Watches by Price Band: Volume 2016-2021

Table 6 - Sales of Watches by Price Band: Value 2016-2021

Table 7 - Sales of Watches by Price Band: % Volume Growth 2016-2021

Table 8 - Sales of Watches by Price Band: % Value Growth 2016-2021

Table 9 - NBO Company Shares of Watches: % Value 2016-2020

Table 10 - LBN Brand Shares of Watches: % Value 2017-2020

Table 11 - Distribution of Watches by Format: % Value 2016-2021

Table 12 - Forecast Sales of Watches by Category: Volume 2021-2026

Table 13 - Forecast Sales of Watches by Category: Value 2021-2026

Table 14 - Forecast Sales of Watches by Category: % Volume Growth 2021-2026

Table 15 - Forecast Sales of Watches by Category: % Value Growth 2021-2026

Personal Accessories in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Personal accessories in 2021: The big picture

Key trends in 2021

Competitive landscape

Retailing developments

What next for personal accessories?

MARKET DATA

Table 16 - Sales of Personal Accessories by Category: Volume 2016-2021

Table 17 - Sales of Personal Accessories by Category: Value 2016-2021

Table 18 - Sales of Personal Accessories by Category: % Volume Growth 2016-2021

Table 19 - Sales of Personal Accessories by Category: % Value Growth 2016-2021

Table 20 - NBO Company Shares of Personal Accessories: % Value 2016-2020

Table 21 - LBN Brand Shares of Personal Accessories: % Value 2017-2020

Table 22 - Distribution of Personal Accessories by Format: % Value 2016-2021

Table 23 - Forecast Sales of Personal Accessories by Category: Volume 2021-2026

Table 24 - Forecast Sales of Personal Accessories by Category: Value 2021-2026

Table 25 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2021-2026

Table 26 - Forecast Sales of Personal Accessories by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 - 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/watches-in-malaysia/report.