



Euromonitor
International

Consumer Appliances in Malaysia

March 2026

Table of Contents

Consumer Appliances in Malaysia

EXECUTIVE SUMMARY

Energy efficiency along with expanding urban population drive growth

KEY DATA FINDINGS

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Energy efficiency drives appliances growth following tariff changes

Chart 2 - Samsung Malaysia Launches Fridge Freezers with AI Energy Mode

Multi-functionality gains prominence in urban areas

Chart 3 - Xiaomi Malaysia Launches a Smart Convertible Fridge Freezer

Premiumisation accelerates with demand for feature-rich appliances

Chart 4 - Electrolux Launches Washing Machine with Delicate Hijab & Batik Wash Programmes

WHAT'S NEXT?

Energy efficiency will drive sustained growth over the forecast period

BNPL and appliance-as-a-service models will expand access to premium appliances

Chart 5 - Analyst Insight

Regulatory changes will reshape online marketplace dynamics

Chart 6 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Samsung leads within major appliances, through strong brand reputation

Panasonic maintains leadership in small appliances and HVAC, through local manufacturing and distribution strength

CHANNELS

Offline retailers dominate sales of consumer appliances

Retail e-commerce gains traction with competitive pricing

ECONOMIC CONTEXT

Chart 7 - Real GDP Growth and Inflation 2020-2030

Chart 8 - PEST Analysis in Malaysia 2025

CONSUMER CONTEXT

Chart 9 - Key Insights on Consumers in Malaysia 2025

Chart 10 - Consumer Landscape in Malaysia 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Dishwashers in Malaysia

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for energy efficient appliances sustains modest growth

Chart 11 - Key Trends 2025

INDUSTRY PERFORMANCE

Energy efficiency drives value sales growth through innovation

Chart 12 - Elba Malaysia Launches Three New Dishwashers Models

Freestanding dishwashers dominate sales with affordability and flexibility

Chart 13 - One-Of-A-Kind Dishwasher Rental Programme

Compact designs and smart features appeal to urban consumers

Chart 14 - Toshiba Malaysia Launches Small Table-Top Dishwasher With Wi-Fi Connectivity

WHAT'S NEXT?

Energy efficiency to sustain volume growth

Chart 15 - Analyst Insight

Freestanding dishwashers will continue to dominate, appliance-as-a-service will need to grow

Compact designs and smart connectivity to attract urban buyers

COMPETITIVE LANDSCAPE

Bosch and Toshiba maintain lead through brand strength

CHANNELS

Offline retailers remain dominant with personalised service

Retail e-commerce gains traction with competitive pricing

COUNTRY REPORTS DISCLAIMER

[Home Laundry Appliances in Malaysia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation and multi-functionality drive modest growth

Chart 16 - Key Trends 2025

INDUSTRY PERFORMANCE

Premium brands drive growth with innovative features

Chart 17 - LG Malaysia Launches Top-Loading Washing Machine With Intelligent Fabric Care

Multi-functional appliances gain traction in compact spaces

Chart 18 - Haier Debuts Premium Range, L+ Washing Machine (AI-Powered Washer Dryer)

Appliance-as-a-service models expand washer dryer accessibility

Chart 19 - Khind Offers Three-Year Premium Detergent Capsules Supplies with its Washer Dryers

WHAT'S NEXT?

Energy efficiency will be driving replacement demand

Premium features will gain popularity among convenience-focused young homeowners

Chart 20 - Analyst Insight

Multi-functional designs set to address urban space constraints

COMPETITIVE LANDSCAPE

Samsung and Toshiba lead with innovation and affordability

CHANNELS

Offline retailers dominate sales with personalised service

Major brands and retailers strengthened e-commerce presence

COUNTRY REPORTS DISCLAIMER

[Large Cooking Appliances in Malaysia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Multi-functional and compact designs drive marginal growth, amidst lifestyle challenges

Chart 21 - Key Trends 2025

INDUSTRY PERFORMANCE

Multi-functionality and compact design drive marginal growth

Chart 22 - Fujioh Malaysia Launches a New All-in-One Oven With Microwave

Premium features and customisation appeal to affluent consumers

Chart 23 - Fujioh Malaysia Launches Vibrant Series Cooker Hood

Food delivery services and ready-to-eat meals temper growth

Chart 24 - Decathlon Malaysia Provides Ready-to-Eat Delivery Nationwide

WHAT'S NEXT?

Energy efficiency will drive purchasing decisions

Chart 25 - Analyst Insight

Premium features and space optimisation will gain prominence

Lifestyle shifts will challenge traditional cooking patterns

COMPETITIVE LANDSCAPE

Rinnai and Elba lead with strong brand presence

CHANNELS

Offline retailers dominate sales with personalised service

Retail e-commerce gains traction through competitive pricing

COUNTRY REPORTS DISCLAIMER

[Microwaves in Malaysia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Microwaves display marginal growth driven by energy efficiency and multi-functionality

Chart 26 - Key Trends 2025

INDUSTRY PERFORMANCE

Demand for energy efficient microwaves increase after the tariff adjustment

Chart 27 - LG Malaysia Launches its First Malaysian Microwave Range

Freestanding microwaves dominate sales with convenience and flexibility

Chart 28 - Sharp Malaysia Launches New Microwave Range with Vibrant Colours

Food delivery services temper growth potential

Chart 29 - Food Delivery Platforms Considered a Necessity for Long Working Hours

WHAT'S NEXT?

Energy efficiency will sustain demand within microwaves

Multi-functional features and larger capacity to drive category performance

Chart 30 - Analyst Insight

Evolving lifestyles and retail infrastructure to drive microwave demand

COMPETITIVE LANDSCAPE

Sharp maintains lead with innovative energy-efficient microwaves

CHANNELS

Offline retailers dominate sales with personalised service

E-commerce gains share through competitive pricing

COUNTRY REPORTS DISCLAIMER

[Refrigeration Appliances in Malaysia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy efficiency and smart innovation to drive refrigeration appliances growth

Chart 31 - Key Trends 2025

INDUSTRY PERFORMANCE

Energy efficiency drives growth in refrigeration appliances

Chart 32 - Sharp Malaysia Launches the New Avance French Door Fridge Freezer

Fridge freezers dominate on capacity and versatility

Chart 33 - Toshiba Malaysia Unveils the Biggest Fridge Freezer in the Country

Product innovation centres on premiumisation

Chart 34 - TCL Malaysia Launches Free Built-In Cross Door Fridge Freezer

WHAT'S NEXT?

Growing demand for energy-efficiency products to sustain growth

Preference for high capacity and convertible designs will persist

Adoption of smart technology will accelerate among younger demographics

Chart 35 - Analyst Insight

COMPETITIVE LANDSCAPE

Samsung and Panasonic lead with innovation and affordability

Emerging players enter the market fuelling competition

CHANNELS

Retail offline remains most popular due to in-store assistance

E-commerce gains traction through the direct-to-consumer platforms

COUNTRY REPORTS DISCLAIMER

[Air Conditioners in Malaysia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy efficiency and service innovation drive growth

Chart 36 - Key Trends 2025

INDUSTRY PERFORMANCE

Energy efficiency drives growth in air conditioner sales

Chart 37 - Panasonic Malaysia Launches a New X-Premium Inverter Air Conditioner

Convenience and customisation attract younger consumers

Chart 38 - Haier Malaysia Launches Customisable UV Cool Colour Series Air Conditioners

Appliance-as-a-service boosts accessibility and affordability

Chart 39 - Daikin Malaysia Launches Affordable Ownership Plan for Premium Air Conditioners

WHAT'S NEXT?

Energy efficiency will remain critical for competitive advantage

Air purification functions will address health and comfort concerns

Chart 40 - Analyst Insight

Smart features will drive growth among younger buyers

COMPETITIVE LANDSCAPE

Daikin maintains lead as air conditioners market remains concentrated
Xiaomi uses its strong brand recognition to enter air conditioners

CHANNELS

Offline retailers dominate air conditioner sales thanks to their convenience
Retail e-commerce continues to gain traction, amidst direct-to-consumer strategies

COUNTRY REPORTS DISCLAIMER

[Food Preparation Appliances in Malaysia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health and wellness drives growth in food preparation appliances
Chart 41 - Key Trends 2025

INDUSTRY PERFORMANCE

Growth driven by health and wellness trends
Chart 42 - Philips Malaysia Launches New On-The-Go Personal Blender
Cordless and portable solutions gain traction
Chart 43 - Kitchen Aid Malaysia Launches its New Cordless Food Preparation Appliances
Premiumisation drives innovation and sales
Chart 44 - Thermomix Malaysia Launches its Latest Smart Kitchen Appliance

WHAT'S NEXT?

Rising disposable income fuels demand for premium appliances
Health-conscious cooking will compete with ready-made convenience
Regulatory shift to drive market restructuring and premiumisation
Chart 45 - Analyst Insight

COMPETITIVE LANDSCAPE

Philips and Pensonic maintain the lead through innovation and strategy

CHANNELS

Offline retailers dominate sales through personalised service
Retail e-commerce grows rapidly through competitive pricing

COUNTRY REPORTS DISCLAIMER

[Personal Care Appliances in Malaysia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong growth accelerated by premiumisation and demand for multi-functionality
Chart 46 - Key Trends 2025

INDUSTRY PERFORMANCE

Multi-functional products gain traction and drive growth
Chart 47 - Dreame Malaysia Launches Multi-Functional 7-in-1 Hair Care Appliance
Demand shifting towards feature-rich premium appliances
Chart 48 - Dyson Malaysia Debuts a New Lightest and Smallest Hair Styling Tool
Cordless formats gain ground as consumers prioritise portability

Chart 49 - Panasonic Malaysia Launches Palm-Size Portable Wet and Dry Shaver

WHAT'S NEXT?

Multi-functional solutions will drive strong volume growth
Premiumisation expected to be driven by flexible payment options

Chart 50 - Analyst Insight

New regulations will shape online marketplace dynamics

COMPETITIVE LANDSCAPE

Procter & Gamble maintains lead with innovative products and distribution strength

CHANNELS

Laifen thrives with its omnichannel retail strategy
Retail e-commerce gains traction through competitive pricing and convenience

COUNTRY REPORTS DISCLAIMER

[Small Cooking Appliances in Malaysia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Marginal growth driven by multi-functionality and health and wellness

Chart 51 - Key Trends 2025

INDUSTRY PERFORMANCE

Positive residential property growth boosts sales
Chart 52 - Mayer Malaysia Launches the New HealthPro Lo-Sugar Rice Cooker
Space constraints accelerate demand for multi-functional compact appliances
Chart 53 - Tefal Malaysia Launches Multi-Functional Air Fryer
Premium features reflect consumer willingness to invest in convenience
Chart 54 - Philips Malaysia Launches Fully Automatic Espresso Machine

WHAT'S NEXT?

Multi-functionality and premiumisation will drive steady volume growth
Demand for convenience will face competition from ready-to-eat meal alternatives

Chart 55 - Analyst Insight

Regulatory compliance will reshape e-commerce channel dynamics

COMPETITIVE LANDSCAPE

Local brand leadership persists through affordability and digital engagement

CHANNELS

Offline retailers dominate sales with personalised service
Retail e-commerce gains traction with competitive pricing

COUNTRY REPORTS DISCLAIMER

[Vacuum Cleaners in Malaysia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Multi-functionality and premium features drive growth

Chart 56 - Key Trends 2025

INDUSTRY PERFORMANCE

Multi-functional products drive volume growth

Chart 57 - Elba Launches Multi-Functional Hydro Cleanse Series

Standard vacuum cleaners remain dominant, robotic vacuum cleaners show dynamic growth

Chart 58 - Anker Malaysia Expands and Launches its First Robot Vacuum Cleaner

Premium features like smart and AI-powered technology help drive growth

Chart 59 - Samsung Malaysia Launches Bespoke AI Jet Ultra Cordless Stick Vacuum Cleaner

WHAT'S NEXT?

Consumers embrace multi-functional and smart cleaning solutions

Chart 60 - Analyst Insight

Standard vacuum cleaners remain dominant, robotic vacuum cleaners lead growth

Regulatory changes to reshape the competitive landscape

COMPETITIVE LANDSCAPE

Leading players maintain market share through multi-channel presence

CHANNELS

E-commerce dominates distribution of vacuum cleaners

LG Malaysia's online store further emphasises omnichannel strategies

COUNTRY REPORTS DISCLAIMER

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/consumer-appliances-in-malaysia/report.