



Euromonitor
International

Homewares in Malaysia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Malaysia's homewares market sees continued growth, as consumers showed continued interest in home-based cooking and kitchen styling
Tupperware maintains market leadership amid innovation and strong brand loyalty
Non-grocery retail remains dominant channel for homewares

PROSPECTS AND OPPORTUNITIES

Steady growth ahead for Malaysia's homewares market, driven by urbanisation of consumer lifestyles and evolving retail channels
E-Commerce to drive homewares growth through convenience and digital innovation
Rapid adoption of smart home and kitchen appliances will reshape homewares landscape

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DISCLAIMER

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