



Luxury Goods in Malaysia

October 2025

Table of Contents

Luxury Goods in Malaysia

EXECUTIVE SUMMARY

Luxury goods in 2025: The big picture

2025 key trends

Competitive landscape

Retail developments

What next for luxury goods?

MARKET DATA

Table 1 - Sales of Luxury Goods by Category: Value 2020-2025

Table 2 - Sales of Luxury Goods by Category: % Value Growth 2020-2025

Table 3 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2020-2025

Table 4 - NBO Company Shares of Luxury Goods: % Value 2020-2024

Table 5 - LBN Brand Shares of Luxury Goods: % Value 2021-2024

Table 6 - Distribution of Luxury Goods by Format and Category: % Value 2025

Table 7 - Forecast Sales of Luxury Goods by Category: Value 2025-2030

Table 8 - Forecast Sales of Luxury Goods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Experiential Luxury in Malaysia

KEY DATA FINDINGS

2025 DEVELOPMENTS

Luxury hotels sees growth thanks to personalisation and digital transformation

Hospitality groups drive growth in experiential luxury through innovation

Affluent consumers drive demand for bespoke luxury experiences offering authenticity and sustainability

PROSPECTS AND OPPORTUNITIES

Growing demand for luxury experiences amongst inbound travellers set to drive growth

Luxury hotels to drive growth in experiential luxury through wellness and authenticity

Responsible practices likely to be adopted to attract eco-aware consumers

CATEGORY DATA

Table 9 - Sales of Experiential Luxury by Category: Value 2020-2025

Table 10 - Sales of Experiential Luxury by Category: % Value Growth 2020-2025

Table 11 - NBO Company Shares of Experiential Luxury: % Value 2020-2024

Table 12 - LBN Brand Shares of Experiential Luxury: % Value 2021-2024

Table 13 - Forecast Sales of Experiential Luxury by Category: Value 2025-2030

Table 14 - Forecast Sales of Experiential Luxury by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Fine Wines/Champagne and Spirits in Malaysia

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation drives growth in fine wines/champagne and spirits

Luxury spirits brands drive growth through sustainability initiatives

Grocery retailers account for most sales, but e-commerce also used to reach a broader audience

PROSPECTS AND OPPORTUNITIES

Growing demand for premium products set to drive growth, but responsible consumption will also be important

Growth to be driven by heritage and sustainability efforts

As on-trade trends enter the off-trade, increasing home consumption is anticipated

CATEGORY DATA

Table 15 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2020-2025

Table 16 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2020-2024

Table 18 - LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2021-2024

Table 19 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2020-2025

Table 20 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2025-2030

Table 21 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Premium and Luxury Cars in Malaysia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Luxury car buyers drive demand for sustainable and bespoke experiences

European brands maintain their lead, but Asian and local brands gain traction

Premium and luxury car brands drive growth through constant innovation

PROSPECTS AND OPPORTUNITIES

Growing affluence and digitalisation set to drive demand for premium and luxury cars

Luxury car brands will drive sustainable mobility forward with electrification

Luxury car buyers likely to demand personalisation and connectivity

CATEGORY DATA

Table 22 - Sales of Premium and Luxury Cars: Value 2020-2025

Table 23 - Sales of Premium and Luxury Cars: % Value Growth 2020-2025

Table 24 - NBO Company Shares of Premium and Luxury Cars: % Value 2020-2024

Table 25 - LBN Brand Shares of Premium and Luxury Cars: % Value 2021-2024

Table 26 - Forecast Sales of Premium and Luxury Cars: Value 2025-2030

Table 27 - Forecast Sales of Premium and Luxury Cars: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Personal Luxury in Malaysia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Designer apparel and footwear (ready-to-wear)

Luxury eyewear

Luxury jewellery

Luxury leather goods

Luxury wearables electronics

Luxury timepieces

Luxury writing instruments and stationery

Super premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

Sustainability expected to drive growth in personal luxury through eco-friendly practices

Luxury brands likely to prioritise transparency and customer personalisation initiatives

Retail expansion expected to drive growth in personal luxury

CATEGORY DATA

Table 28 - Sales of Personal Luxury by Category: Value 2020-2025

Table 29 - Sales of Personal Luxury by Category: % Value Growth 2020-2025

Table 30 - NBO Company Shares of Personal Luxury: % Value 2020-2024

Table 31 - LBN Brand Shares of Personal Luxury: % Value 2021-2024

Table 32 - Distribution of Personal Luxury by Format: % Value 2020-2025

Table 33 - Forecast Sales of Personal Luxury by Category: Value 2025-2030

Table 34 - Forecast Sales of Personal Luxury by Category: % Value Growth 2025-2030

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/luxury-goods-in-malaysia/report.