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# Home Laundry Appliances in Malaysia

January 2024

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## Home Laundry Appliances in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand continues to decline while focus on hygiene remains strong  
Top-loaders prove popular most popular format though sales fall as front-loaders rise  
Market led by multinationals

#### PROSPECTS AND OPPORTUNITIES

Slow-but-steady growth forecast, with energy efficiency being key  
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