



# Refrigeration Appliances in Malaysia

January 2024

Table of Contents

## Refrigeration Appliances in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Refrigeration appliances benefits from essential nature of its products despite a drop in demand

Premium purchases supported by preference for large capacity, rising interest in energy efficiency and increased health concerns

Multinationals lead the competitive landscape with appliances and electronics specialists dominating distribution

#### PROSPECTS AND OPPORTUNITIES

Health trends to drive growth as freestanding fridge freezers remain dominant

Economic factors will continue to direct purchasing decisions

E-Commerce gaining further ground

#### CATEGORY DATA

Table 1 - Sales of Refrigeration Appliances by Category: Volume 2018-2023

Table 2 - Sales of Refrigeration Appliances by Category: Value 2018-2023

Table 3 - Sales of Refrigeration Appliances by Category: % Volume Growth 2018-2023

Table 4 - Sales of Refrigeration Appliances by Category: % Value Growth 2018-2023

Table 5 - Sales of Freezers by Format: % Volume 2018-2023

Table 6 - Sales of Freezers by Volume Capacity: % Volume 2018-2023

Table 7 - Sales of Fridge Freezers by Format: % Volume 2018-2023

Table 8 - Sales of Fridge Freezers by Volume Capacity: % Volume 2018-2023

Table 9 - Sales of Fridge Freezers by Smart Appliances: % Volume 2019-2023

Table 10 - Sales of Fridges by Volume Capacity: % Volume 2018-2023

Table 11 - NBO Company Shares of Refrigeration Appliances: % Volume 2019-2023

Table 12 - LBN Brand Shares of Refrigeration Appliances: % Volume 2020-2023

Table 13 - NBO Company Shares of Built-in Fridge Freezers: % Volume 2019-2023

Table 14 - NBO Company Shares of Freestanding Fridge Freezers: % Volume 2019-2023

Table 15 - NBO Company Shares of Built-in Fridges: % Volume 2019-2023

Table 16 - NBO Company Shares of Freestanding Fridges: % Volume 2019-2023

Table 17 - Distribution of Refrigeration Appliances by Format: % Volume 2018-2023

Table 18 - Production of Refrigeration Appliances: Total Volume 2018-2023

Table 19 - Forecast Sales of Refrigeration Appliances by Category: Volume 2023-2028

Table 20 - Forecast Sales of Refrigeration Appliances by Category: Value 2023-2028

Table 21 - Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2023-2028

## Consumer Appliances in Malaysia - Industry Overview

### EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

### MARKET INDICATORS

Table 23 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 24 - Replacement Cycles of Consumer Appliances by Category 2018-2024

### MARKET DATA

Table 25 - Sales of Consumer Appliances by Category: Volume 2018-2023

Table 26 - Sales of Consumer Appliances by Category: Value 2018-2023

Table 27 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023  
 Table 28 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023  
 Table 29 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023  
 Table 30 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023  
 Table 31 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023  
 Table 32 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023  
 Table 33 - Sales of Small Appliances by Category: Volume 2018-2023  
 Table 34 - Sales of Small Appliances by Category: Value 2018-2023  
 Table 35 - Sales of Small Appliances by Category: % Volume Growth 2018-2023  
 Table 36 - Sales of Small Appliances by Category: % Value Growth 2018-2023  
 Table 37 - NBO Company Shares of Major Appliances: % Volume 2019-2023  
 Table 38 - LBN Brand Shares of Major Appliances: % Volume 2020-2023  
 Table 39 - NBO Company Shares of Small Appliances: % Volume 2019-2023  
 Table 40 - LBN Brand Shares of Small Appliances: % Volume 2020-2023  
 Table 41 - Distribution of Major Appliances by Format: % Volume 2018-2023  
 Table 42 - Distribution of Small Appliances by Format: % Volume 2018-2023  
 Table 43 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028  
 Table 44 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028  
 Table 45 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028  
 Table 46 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028  
 Table 47 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028  
 Table 48 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028  
 Table 49 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028  
 Table 50 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028  
 Table 51 - Forecast Sales of Small Appliances by Category: Volume 2023-2028  
 Table 52 - Forecast Sales of Small Appliances by Category: Value 2023-2028  
 Table 53 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028  
 Table 54 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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