



Euromonitor  
International

# Refrigeration Appliances in Malaysia

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Value-added features attract sales from younger consumers  
Cautiously optimistic property market supports category growth  
SAVE 4.0 programme encourages consumers to trade up to energy efficient models while distribution remains focused on appliances and electronics specialists

PROSPECTS AND OPPORTUNITIES

Haier looking to build a stronger presence in the market through new product development and marketing  
Haier launches innovative Instaswitch Upright Freezers presenting new opportunities for the market  
E-commerce expected to pick up share thanks to sales events but store-based retailers will likely continue to dominate

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