



Vacuum Cleaners in Malaysia

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Hygiene concerns and an increase in pet ownership boosts demand for vacuum cleaners
E-commerce brands aids adoption of stick vacuum cleaners and robotic vacuum cleaners
E-commerce thriving with more players adopting an omnichannel sales model

PROSPECTS AND OPPORTUNITIES

Influencers and digital content creators likely to be used by brands to strengthen their market position and popularity
BNPL and zero-interest-instalment plans likely to boost growth by making vacuum cleaners more affordable
PerySmith leads the way with it launching its new wet and dry Evobot T1 robotic vacuum cleaners

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Consumer Appliances in Malaysia - Industry Overview

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