

Small Cooking Appliances in Malaysia

November 2024

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Small Cooking Appliances in Malaysia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

New product launches and subscription services fuelling demand for pod coffee machines Consumers switch to cooking and drinking coffee at home to save money, while air fryers benefit from focus on healthy eating Effects of boycott on brands aided demand for coffee at home

PROSPECTS AND OPPORTUNITIES

Coffee machines still full of potential Reliance on food deliveries services a persistent threat to category Multi-functionality cooking appliances and local traditions set to fuel category growth

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