



# Computers and Peripherals in Malaysia

July 2024

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## Computers and Peripherals in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sluggish demand amid economic uncertainty and replacement/upgrade delays

Local consumers tighten spending as the new sales and service tax (SST) takes effect on 1 March 2024

Gaming computers to aid category as esports turns mainstream

#### PROSPECTS AND OPPORTUNITIES

Cannibalisation to limit retail volume growth potential

E-commerce sales on the rise but appliances and electronics specialists retain strong appeal

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