



Euromonitor  
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# Homewares in Malaysia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Malaysia's homewares market sees continued growth, as consumers showed continued interest in home-based cooking and kitchen styling  
Tupperware maintains market leadership amid innovation and strong brand loyalty  
Non-grocery retail remains dominant channel for homewares

PROSPECTS AND OPPORTUNITIES

Steady growth ahead for Malaysia's homewares market, driven by urbanisation of consumer lifestyles and evolving retail channels  
E-Commerce to drive homewares growth through convenience and digital innovation  
Rapid adoption of smart home and kitchen appliances will reshape homewares landscape

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/homewares-in-malaysia/report](http://www.euromonitor.com/homewares-in-malaysia/report).