



Euromonitor
International

Luxury Goods in Malaysia

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Familiar international players lead luxury hotels in Malaysia with further investment being seen in 2024
Regenerative and sustainable tourism a key marketing strategy – especially for island destinations

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BMW drives into a commanding lead thanks to the success of new models, including electric vehicles (EV), and the new Retail.Next dealership concept

Strong momentum and pick up of electric and hybrid vehicles resulted from rapid China brands penetration and Tesla

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Luxury leather goods

Luxury wearables

Luxury timepieces

Luxury writing instruments and stationery

Super premium beauty and personal care

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