

Imaging Devices in Malaysia

July 2024

Table of Contents

Imaging Devices in Malaysia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Imaging devices continue to feel the heat from smartphones but tourism offers some respite for digital camcorders

Emergence of lower-priced alternatives exerts some pressure on GoPro

E-commerce on the rise but physical stores retain a strong preference

PROSPECTS AND OPPORTUNITIES

Influencers and digital content creators to spur sales

Online promotions and BNPL are likely to make imaging devices more attractive purchases

Rising trend for refurbished/used products to dampen new purchases

CATEGORY DATA

Table 1 - Sales of Imaging Devices by Category: Volume 2019-2024

Table 2 - Sales of Imaging Devices by Category: Value 2019-2024

Table 3 - Sales of Imaging Devices by Category: % Volume Growth 2019-2024

Table 4 - Sales of Imaging Devices by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Imaging Devices: % Volume 2020-2024

Table 6 - LBN Brand Shares of Imaging Devices: % Volume 2021-2024

Table 7 - Distribution of Imaging Devices by Channel: % Volume 2019-2024

Table 8 - Forecast Sales of Imaging Devices by Category: Volume 2024-2029

Table 9 - Forecast Sales of Imaging Devices by Category: Value 2024-2029

Table 10 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029

Table 11 - Forecast Sales of Imaging Devices by Category: % Value Growth 2024-2029

Consumer Electronics in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2019-2024

Table 13 - Sales of Consumer Electronics by Category: Value 2019-2024

Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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