



Home Products Specialists in Malaysia

February 2024

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Home Products Specialists in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mr DIY drives expansion in the home products space

Megastore format gains ground and Mr DIY launches first Emtop store in Malaysia

IKEA remains leader of homewares and home furnishings

PROSPECTS AND OPPORTUNITIES

Mr DIY to continue with aggressive expansion with a focus on East Malaysia region

IKEA will focus on northern and southern areas, while all players will invest more in e-commerce

Value-for-money retailers to benefit from downtrading trend as property market set to see some improvement

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New entrants intensify the competition

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Informal retail

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