



# General Merchandise Stores in Malaysia

February 2024

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## General Merchandise Stores in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Department stores lose appeal to smaller alternatives  
Japan's Sogo & Seibu opens upscale department store in Malaysia  
Eco Shop continues to lead expansion in variety stores

#### PROSPECTS AND OPPORTUNITIES

Reinvention necessary for department stores to stay afloat  
Players to harness opportunities emerging from omnichannel integration

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## Retail in Malaysia - Industry Overview

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What next for retail?

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