

Refrigeration Appliances in Malaysia

January 2024

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Refrigeration Appliances in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Refrigeration appliances benefits from essential nature of its products despite a drop in demand

Premium purchases supported by preference for large capacity, rising interest in energy efficiency and increased health concerns

Multinationals lead the competitive landscape with appliances and electronics specialists dominating distribution

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Health trends to drive growth as freestanding fridge freezers remain dominant

Economic factors will continue to direct purchasing decisions

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