

Dishwashers in Malaysia

January 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Full-size models continue to dominate, while demand remains low in 2023
Malaysian consumers remain unconvinced by necessity of dishwashers
Premium brands lead though e-commerce boosts availability lower-cost options

PROSPECTS AND OPPORTUNITIES

Freestanding formats will drive growth, while energy-efficiency focus offers potential for expansion
Innovation necessary to push sales
Piping problems, energy costs and the potential of e-commerce

CATEGORY DATA

Table 1 - Sales of Dishwashers by Category: Volume 2018-2023
Table 2 - Sales of Dishwashers by Category: Value 2018-2023
Table 3 - Sales of Dishwashers by Category: % Volume Growth 2018-2023
Table 4 - Sales of Dishwashers by Category: % Value Growth 2018-2023
Table 5 - Sales of Dishwashers by Format: % Volume 2018-2023
Table 6 - Sales of Dishwashers by Smart Appliances: % Volume 2019-2023
Table 7 - NBO Company Shares of Dishwashers: % Volume 2019-2023
Table 8 - LBN Brand Shares of Dishwashers: % Volume 2020-2023
Table 9 - Distribution of Dishwashers by Format: % Volume 2018-2023
Table 10 - Production of Dishwashers: Total Volume 2018-2023
Table 11 - Forecast Sales of Dishwashers by Category: Volume 2023-2028
Table 12 - Forecast Sales of Dishwashers by Category: Value 2023-2028
Table 13 - Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028
Table 14 - Forecast Sales of Dishwashers by Category: % Value Growth 2023-2028

Consumer Appliances in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

Table 15 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
Table 16 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 17 - Sales of Consumer Appliances by Category: Volume 2018-2023
Table 18 - Sales of Consumer Appliances by Category: Value 2018-2023
Table 19 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
Table 20 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023
Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
Table 24 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
Table 25 - Sales of Small Appliances by Category: Volume 2018-2023
Table 26 - Sales of Small Appliances by Category: Value 2018-2023

Table 27 - Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 28 - Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 29 - NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 30 - LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 31 - NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 32 - LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 33 - Distribution of Major Appliances by Format: % Volume 2018-2023

Table 34 - Distribution of Small Appliances by Format: % Volume 2018-2023

Table 35 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 36 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 37 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 38 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 40 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 42 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 43 - Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 44 - Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 45 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 46 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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