

Home Laundry Appliances in Malaysia

January 2024

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Home Laundry Appliances in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand continues to decline while focus on hygiene remains strong
Top-loaders prove popular most popular format though sales fall as front-loaders rise
Market led by multinationals

PROSPECTS AND OPPORTUNITIES

Slow-but-steady growth forecast, with energy efficiency being key
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Value-seeking behaviour to persist as e-commerce expands

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