

# Vacuum Cleaners in Malaysia

January 2024

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## Vacuum Cleaners in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand continues with affordability being key in 2023

Price sensitivity prompts discount-seeking, undermining sales in robotic vacuums, while health concerns push growth in other formats

Consumers shift from Japanese brands to more affordable alternatives, while influencers gain ground

#### PROSPECTS AND OPPORTUNITIES

Positive growth predicted with robotic vacuum cleaners rising fastest and players investing more in innovation

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