



Appliances and Electronics Specialists in Malaysia

February 2024

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Appliances and Electronics Specialists in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Weakening consumer sentiment undermines overall growth
Inflation pushes up prices while heatwave boosts sales in air conditioners
Rahmah campaigns extend to appliances, and leading player SenHeng plans for future expansion

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SAVE programme will continue to encourage energy efficient purchases while BNPL services rise
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