EUROMONITOR INTERNATIONAL | 50 YEARS

Homewares in Malaysia

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Homewares in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of homewares in Malaysia on the rise as consumers look to improve the visual appeal of their homes

An increased focus on home cooking boosts demand for ovenware

Tupperware remains the top homewares brand in Malaysia, owing to its wide product range

PROSPECTS AND OPPORTUNITIES

Homewares could see growth limited by market saturation in Malaysia

Department stores set to remain the top choice as they offer personalised services and a wide range of products

Homewares could experience a degree of premiumisation despite economic challenges with a strong focus on sustainability

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DISCLAIMER

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