

# Dishwashers in Malaysia

January 2024

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## Dishwashers in Malaysia - Category analysis

### 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  
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