



# Home Products Specialists in Malaysia

February 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Mr DIY drives expansion in the home products space  
Megastore format gains ground and Mr DIY launches first Emtop store in Malaysia  
IKEA remains leader of homewares and home furnishings

### PROSPECTS AND OPPORTUNITIES

Mr DIY to continue with aggressive expansion with a focus on East Malaysia region  
IKEA will focus on northern and southern areas, while all players will invest more in e-commerce  
Value-for-money retailers to benefit from downtrading trend as property market set to see some improvement

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