

Home Improvement in Malaysia

May 2023

Table of Contents

Home Improvement in Malaysia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Appetite for renovation enables growth for home improvement
Do-it-for-me becomes more prevalent among young urban consumers
HOMA continues to be popular since the opening of the mobile showroom

PROSPECTS AND OPPORTUNITIES

Home paint, wall and floor coverings to witness significant growth
Potential for development of smart lighting amongst affluent consumers
Mr. DIY to expand store network in more rural areas offering express branches

CATEGORY DATA

Table 1 - Sales of Home Improvement by Category: Value 2017-2022
Table 2 - Sales of Home Improvement by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Home Improvement: % Value 2018-2022
Table 4 - LBN Brand Shares of Home Improvement: % Value 2019-2022
Table 5 - Distribution of Home Improvement by Format: % Value 2017-2022
Table 6 - Forecast Sales of Home Improvement by Category: Value 2022-2027
Table 7 - Forecast Sales of Home Improvement by Category: % Value Growth 2022-2027

Home and Garden in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Home and garden in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for home and garden?

MARKET DATA

Table 8 - Sales of Home and Garden by Category: Value 2017-2022
Table 9 - Sales of Home and Garden by Category: % Value Growth 2017-2022
Table 10 - NBO Company Shares of Home and Garden: % Value 2018-2022
Table 11 - LBN Brand Shares of Home and Garden: % Value 2019-2022
Table 12 - Distribution of Home and Garden by Format: % Value 2017-2022
Table 13 - Distribution of Home and Garden by Format and Category: % Value 2022
Table 14 - Forecast Sales of Home and Garden by Category: Value 2022-2027
Table 15 - Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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