



Euromonitor
International

Small Cooking Appliances in Malaysia

March 2026

[Table of Contents](#)

Small Cooking Appliances in Malaysia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Marginal growth driven by multi-functionality and health and wellness

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Positive residential property growth boosts sales

Chart 2 - Mayer Malaysia Launches the New HealthPro Lo-Sugar Rice Cooker

Space constraints accelerate demand for multi-functional compact appliances

Chart 3 - Tefal Malaysia Launches Multi-Functional Air Fryer

Premium features reflect consumer willingness to invest in convenience

Chart 4 - Philips Malaysia Launches Fully Automatic Espresso Machine

WHAT'S NEXT?

Multi-functionality and premiumisation will drive steady volume growth

Demand for convenience will face competition from ready-to-eat meal alternatives

Chart 5 - Analyst Insight

Regulatory compliance will reshape e-commerce channel dynamics

COMPETITIVE LANDSCAPE

Local brand leadership persists through affordability and digital engagement

CHANNELS

Offline retailers dominate sales with personalised service

Retail e-commerce gains traction with competitive pricing

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Energy efficiency along with expanding urban population drive growth

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Energy efficiency drives appliances growth following tariff changes

Chart 7 - Samsung Malaysia Launches Fridge Freezers with AI Energy Mode

Multi-functionality gains prominence in urban areas

Chart 8 - Xiaomi Malaysia Launches a Smart Convertible Fridge Freezer

Premiumisation accelerates with demand for feature-rich appliances

Chart 9 - Electrolux Launches Washing Machine with Delicate Hijab & Batik Wash Programmes

WHAT'S NEXT?

Energy efficiency will drive sustained growth over the forecast period

BNPL and appliance-as-a-service models will expand access to premium appliances

Chart 10 - Analyst Insight

Regulatory changes will reshape online marketplace dynamics

Chart 11 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Samsung leads within major appliances, through strong brand reputation

Panasonic maintains leadership in small appliances and HVAC, through local manufacturing and distribution strength

CHANNELS

Offline retailers dominate sales of consumer appliances

Retail e-commerce gains traction with competitive pricing

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in Malaysia 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Malaysia 2025

Chart 15 - Consumer Landscape in Malaysia 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/small-cooking-appliances-in-malaysia/report.