



Euromonitor
International

Food Preparation Appliances in Malaysia

March 2026

Table of Contents

Food Preparation Appliances in Malaysia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health and wellness drives growth in food preparation appliances

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Growth driven by health and wellness trends

Chart 2 - Philips Malaysia Launches New On-The-Go Personal Blender

Cordless and portable solutions gain traction

Chart 3 - Kitchen Aid Malaysia Launches its New Cordless Food Preparation Appliances

Premiumisation drives innovation and sales

Chart 4 - Thermomix Malaysia Launches its Latest Smart Kitchen Appliance

WHAT'S NEXT?

Rising disposable income fuels demand for premium appliances

Health-conscious cooking will compete with ready-made convenience

Regulatory shift to drive market restructuring and premiumisation

Chart 5 - Analyst Insight

COMPETITIVE LANDSCAPE

Philips and Pensonic maintain the lead through innovation and strategy

CHANNELS

Offline retailers dominate sales through personalised service

Retail e-commerce grows rapidly through 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/food-preparation-appliances-in-malaysia/report.