



Home Video in Malaysia

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Steep decline for home video in 2025
- Korean brands remain popular, while Chinese brands compete by offering affordability
- Distribution landscape continues to be dominated by appliances and electronics specialists

PROSPECTS AND OPPORTUNITIES

- Buoyant residential property market to support category growth over the forecast period
- At-home cinematic experience via streaming services will gain traction
- Rental subscription set to offer affordable ownership in premium products

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