



Euromonitor
International

Discounters in Malaysia

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Discounters Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Discounters

INDUSTRY PERFORMANCE

Tmg Mart Attracts Price-Conscious Shoppers with Targeted Weekend Promotions

Tmg Mart Expands in Rural Locations to Reach Underserved Consumers

Chart 2 - TMG Mart continues to expand into suburban areas to target underserved population

Chart 3 - Value Sales 2020-2030

WHAT'S NEXT?

D'mart and Tmg Mart Expand Reach as Cost Pressures Rise

Small Player Base Sustains Competitive Pressure From Local Grocers

Chart 4 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 5 - Analyst Insight for Discounters

Tmg Mart Accelerates Outlet Growth as D'Mart Segi Fresh Deepens Community Links

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Discounters

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Discounters

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Retail Growth Slows as Consumers Seek Greater Value-For-Money

Chart 15 - Leading dollar-shop Eco Shop continues with aggressive expansion plans

Appliances and Electronics Specialists Retain Lead Despite Softening Demand

Ikea Reinvents Store Experience to Drive Physical Footfall and Brand Connection

Chart 16 - Ikea Malaysia creates in-store immersive house party

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

Strong Focus on Value Amid Cost Pressures Fuels Retail Growth

Shopee, Lazada and Tiktok Shop Expand Social Commerce Reach

Chart 19 - Forecast Value Sales 2020-2030

Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Shopee and 99 Speedmart Sustain Leadership as Retail Remains Fragmented

Chart 21 - Analyst Insight for Retail

Wow Beauty and Jaya Grocer Signature Set New Experiential Benchmarks

Chart 22 - Wow Beauty delivers experiential retail at Pavilion Bukit Jalil

Chart 23 - Jaya Grocer reveals first Signature Outlet at KLGCC Mall

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Summary 1 - Standard Opening Hours by Channel Type 2025

Seasonality

Chinese New Year

Hari Raya Aidilfitri

Deepavali

Christmas

ECONOMIC CONTEXT

Chart 26 - Economic Context for Retail

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Retail

Chart 30 - Population 2020-2030

Chart 31 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/discounters-in-malaysia/report.