



**Euromonitor
International**

General Merchandise Stores in Malaysia

May 2026

Table of Contents

General Merchandise Stores in Malaysia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

General Merchandise Stores Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for General Merchandise Stores

INDUSTRY PERFORMANCE

Variety Stores Gain Traction as Department Stores Lose Ground

Parkson Reinvents In-Store Experience to Attract Younger Shoppers

Chart 2 - Eco Shop expands to meet underserved population with value products

Eco Shop'S Value Model Drives Rapid Expansion among Rural Population

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Promising Outlook as Variety Stores Focus on Younger Consumers

Value Positioning and Experiential Retailing to Drive Category Performance

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 7 - Analyst Insight for General Merchandise Stores

Eco Shop Expands Rural Distribution to Outpace Rivals in Share Gains

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for General Merchandise Stores

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for General Merchandise Stores

Chart 14 - Population 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in Malaysia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

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

Chart 17 - 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 18 - Ikea Malaysia creates in-store immersive house party
Chart 19 - Value Sales 2020-2030
Chart 20 - 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 21 - Forecast Value Sales 2020-2030
Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Shopee and 99 Speedmart Sustain Leadership as Retail Remains Fragmented
Chart 23 - Analyst Insight for Retail
Wow Beauty and Jaya Grocer Signature Set New Experiential Benchmarks
Chart 24 - Wow Beauty delivers experiential retail at Pavilion Bukit Jalil
Chart 25 - Jaya Grocer reveals first Signature Outlet at KLGCC Mall
Chart 26 - Company Shares 2025
Chart 27 - 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 28 - Economic Context for Retail
Chart 29 - Real Gdp Growth 2020-2030
Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Retail
Chart 32 - Population 2020-2030
Chart 33 - 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/general-merchandise-stores-in-malaysia/report.