

# Press release

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## Growth in a number of sectors lifted the Malaysian technical consumer goods market in Q3 2016

### GfK TEMAX results for Malaysia, Q3 2016

Kuala Lumpur, November 14, 2016 – The technical consumer goods (TCG) market in Malaysia registered an increase of 24.4 percent in Q3 2016, compared to the same quarter in 2015. The office equipment and consumables (OE), and information technology (IT) sectors performed best. Sales in the OE sector increased by 570.6 percent, and IT rose by 12.3 percent, largely due to sales in the business-to-business (B2B) market, which was not tracked last year.

### Malaysia: Technical consumer goods – sales value by category

Table summary  
Malaysia Q3 2016

	Q4 2015 M. MYR	Q1 2016 M. MYR	Q2 2016 M. MYR	Q3 2016 M. MYR	Q3 2016 / Q3 2015 / +/- %	Q1-Q3 2016 M. MYR	Q1-Q3 2016 / Q1-Q3 2015 +/- %
Consumer Electronics (CE)	523	469	461	463	1.2%	1,392	-3.8%
Photography (PH)	110	89	97	100	-1.9%	285	-17.2%
Major Domestic Appliances (MDA)	495	445	458	418	-12.2%	1,321	-15.1%
Small Domestic Appliances (SDA)	269	266	272	247	1.9%	784	11.3%
Information Technology (IT)	924	1,017	863	1,148	12.3%	3,028	-19.5%
Telecommunications (TC)	2,231	2,211	2,167	2,077	6.1%	6,455	-3.7%
Office Equipment & Consumables (OE)	168	141	259	1,040	570.5%	1,441	327.7%
<b>GfK TEMAX ® Malaysia</b>	<b>4,721</b>	<b>4,637</b>	<b>4,576</b>	<b>5,492</b>	<b>24.4%</b>	<b>14,706</b>	<b>-1.0%</b>

Source: GfK Malaysia

### Consumer Electronics

Malaysia's CE sector rose by 1.2 percent in Q3 2016, compared to 2015's third quarter.

The largest segment in the sector – panel TVs – improved by 3.1 percent. A possible reason for this increase could be consumer activity associated with the Ramadhan celebration in July.

Smaller segments, including loudspeakers and camcorders, registered strong growth – up by 25.5 percent and 17.0 percent, respectively.

However, sales of home audio systems and video players declined sharply.

### Photography

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In Q3 2016, the PH sector reported a drop of 1.9 percent in sales, compared to 2015's third quarter. This was driven by a decline in the digital cameras market, which was down by 1.2 percent.

The interchangeable lenses segment also experienced a slowdown and declined by 13.3 percent.

Sales of memory cards grew by 30.4 percent – albeit from a smaller base.

### **Major Domestic Appliances**

The MDA sector declined by 12.2 percent in Q3 2016, compared to Q3 2015. This result was primarily caused by weaker sales in the washing machines and cooling products segments, which declined by 11.9 percent and 10.4 percent, respectively.

Other products groups did well in Q3 2016 with hoods (up by 10.9 percent), and built-in hobs (up by 7.9 percent).

### **Small Domestic Appliances**

Overall, the SDA segment improved by 1.9 percent in Q3 2016, compared to 2015's third quarter.

The largest product group in the SDA sector – electric fans – grew by 4.5 percent. Other major sectors such as rice cookers and vacuum cleaners grew by 6.1 percent and 4 percent, respectively, while food preparation equipment and air treatment products declined.

Other smaller SDA segments such as kettles, electric irons, and juicers, recorded double-digit growth.

### **Information Technology**

The IT sector in Malaysia increased by 12.3 percent in Q3 2016, compared to the same period in 2015.

Sales of mobile computing products lifted the market with 30.4 percent growth registered. This was primarily due to sales in the B2B market, which was not captured in 2015. However, if these sales are disregarded, consumer purchases would be down by 4.1 percent in Q3 2016.

Other product groups improved, including monitors, storage devices, and keying devices. However, sales of other segments such as mediatablets (down by 30 percent), and desktop computing products (down by 1.8 percent) weakened.

### **Telecommunications**

In Q3 2016, the TC sector rose by 6.1 percent, compared to 2015's Q3. Growth was primarily driven by strong sales in the smart and mobile phones segment, which rose by 19.1 percent.

However, mobile enhancement products and phablets continued to decline, falling by 48.9 percent and 23.8 percent, respectively.

### **Office Equipment and Consumables**

Sales in the OE sector sales grew dramatically as demand for multifunctional devices (MFDs) and printers surged.

The MFDs segment jumped by 93.4 percent in Q3 2016, while printers increased by 35.6 percent. The sharp increase was driven by B2B and project sales, which was not included in 2015. However, without B2B sales, consumer purchases would have grown by just 9.3 percent in Q3 2016, compared to Q3 2015.

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### **Note to editors**

GfK TEMAX® tracks the sales of technical consumer goods across 41 countries. The findings are based on GfK's retail panel, comprising data from around half a million retail outlets worldwide. GfK continually works to ensure its panel data is as accurate as possible, in terms of its representation of the end market.

### **About GfK**

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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