

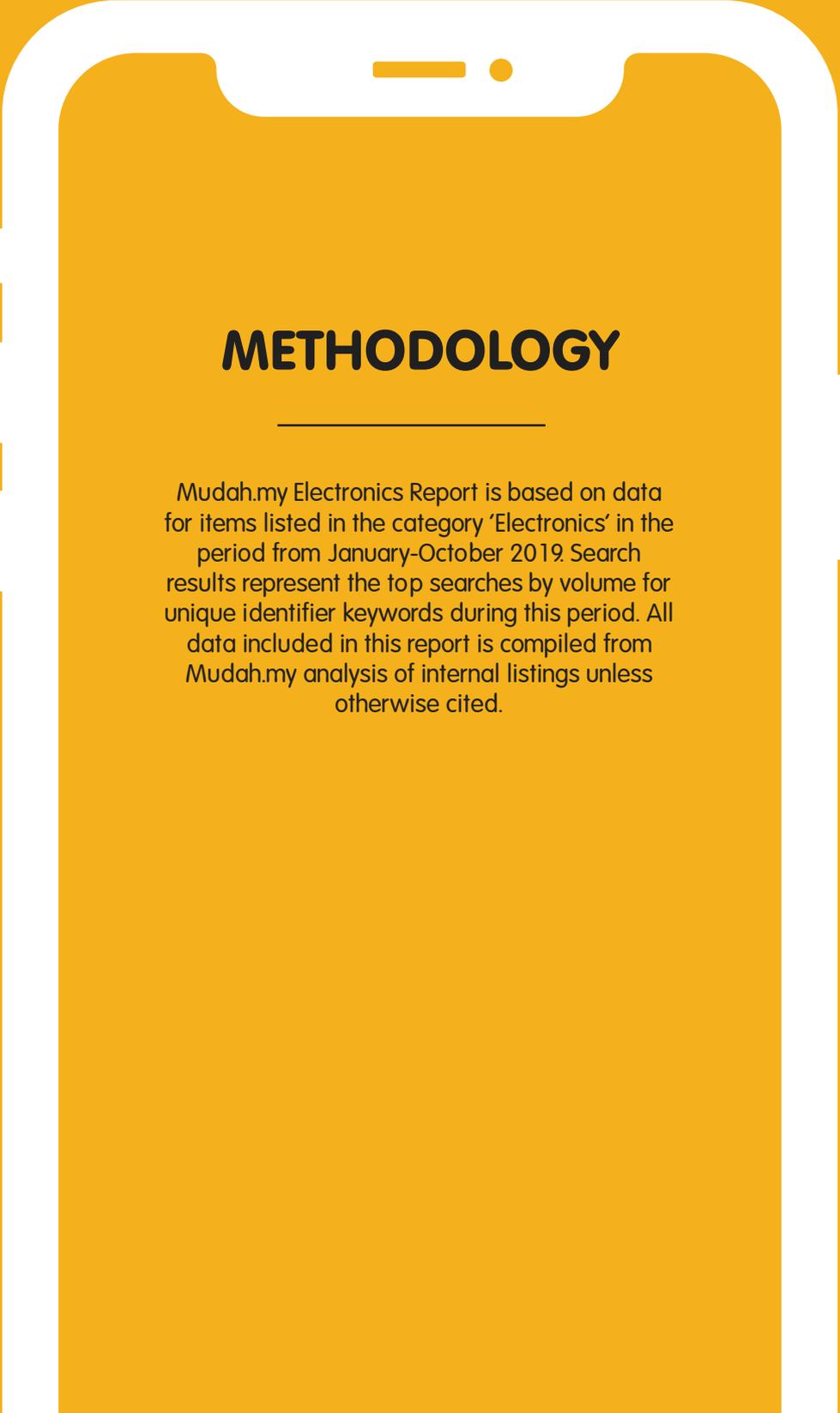
MUDAH.MY ELECTRONICS REPORT

The latest mobile phones and computers generate refreshed (and seemingly undying!) hype among gadget lovers each year. Mudah.my explores the excitement of the gadget scene in Malaysia with our popular search trends in electronics.

Malaysia's first computer was introduced way back in 1965, with the Malaysian National Electricity Board (now Tenaga Nasional Berhad) introducing a clunky monster known as the IBM 1440 to process employee payrolls. This RM700,000 beast had a storage capacity of just eight kilobytes, about 30 million times less than your average laptop today.

Things have definitely come a long way since. These days, our time in the office is driven by impressively slick computers, while our social lives are dominated by sharing cat videos through our shiny mobile phones. Let's browse through the numbers then – what do search trends on Mudah.my show us about electronics in Malaysia?

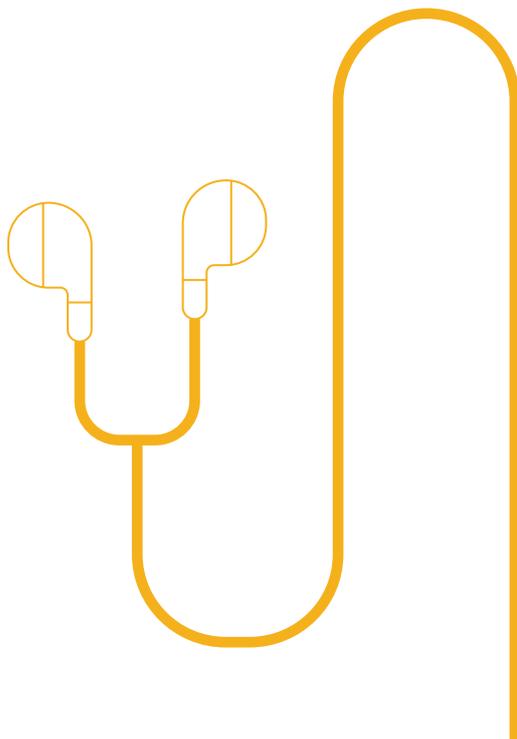




METHODOLOGY

Mudah.my Electronics Report is based on data for items listed in the category 'Electronics' in the period from January-October 2019. Search results represent the top searches by volume for unique identifier keywords during this period. All data included in this report is compiled from Mudah.my analysis of internal listings unless otherwise cited.

Most Searched Mobile Phone Brands



1. Apple

2. Samsung

3. Huawei

4. Oppo

5. Vivo

The first iPhone was released in 2007, and 13 years on, this pioneer of instinctive design is still going strong in Malaysia. The not-so-humble iPhone was top of Mudah.my phone searches in 2019, taking just under one-third share of the total 77 million brand searches for phones. That's a hefty bite of user interest.

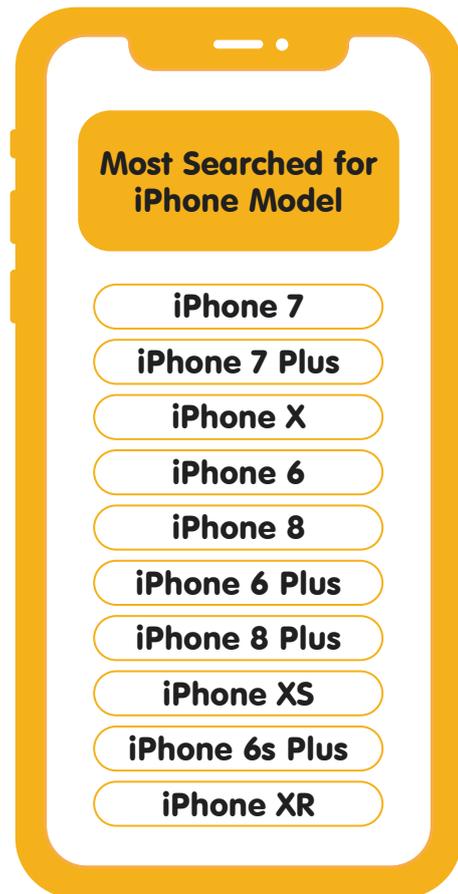
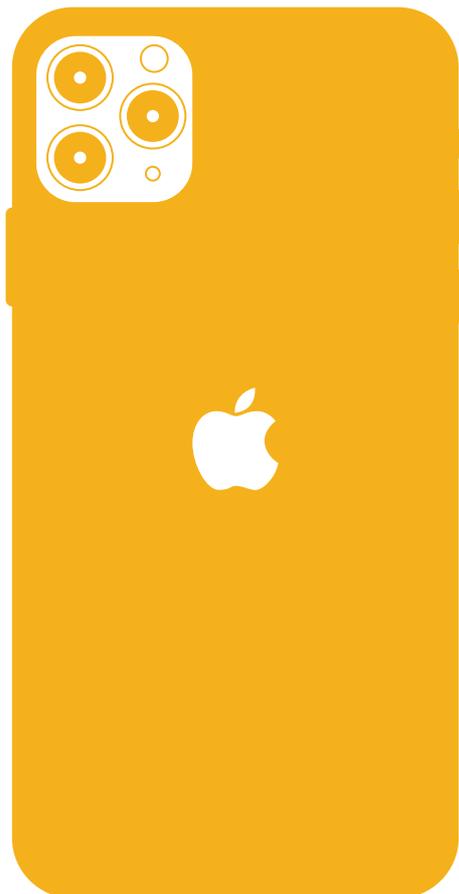
The undisputed King of Android – Samsung – received just half as many searches as its iPhone rival, but still had a combined search count almost equal to other Android brands (Huawei, Oppo and Vivo) combined!

If 77 million searches sound like a lot, it's worth getting to grips with the global addiction for mobile phones. There are an estimated 5.2 billion global mobile phone users in 2019, according to Wearesocial.¹ That's 67% of the global population spanning from Toronto to Timbuktu (which is an actual city, mind you). In Malaysia, there were 42.4 million mobile-cellular subscriptions with a penetration rate of 130.2% in 2018 alone according to the Malaysian Communications and Multimedia Commission (MCMC).²

¹ Kemp, Simon, Global Digital Report 2020 – We Are Social, 2020, <https://wearesocial.com/digital-2020> (accessed February 27, 2020)

² Malaysian Communications and Multimedia Commission, Key to Digital Transformation – Industry Performance Report 2018, 2017, <https://www.mcmc.gov.my/skmmgovmy/media/General/pdf/Industry-Performance-Report-2018.pdf> (accessed February 28, 2020)

Most Searched iPhone Model

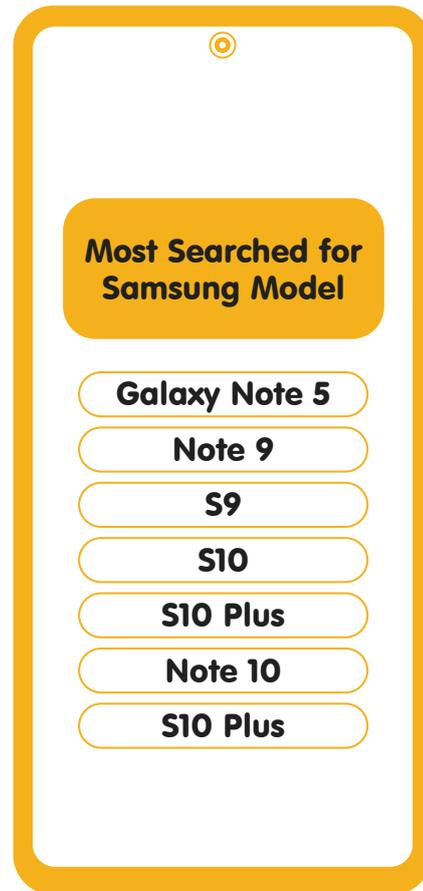


If the iPhone is the winner of the most searched for mobile phone, then the iPhone 7 takes the biggest bite of the apple of the day when it comes to top performing models. The iPhone 7 and iPhone 7 Plus are the two top searches for iPhones in 2019, accounting for a combined 2.8 million searches on Mudah.my.

That's not to say there aren't some real glory seekers out there, with the iPhone X coming in a close third place in our rankings. And despite the latest iPhone 11 being out, the iPhone X still represents a real powerhouse of a mobile phone. Of course, it's not even close to the priciest Apple phone in existence out there today - the gem-encrusted Diamond Falcon Supernova iPhone 6 Pink Diamond, an absolute bargain at just US\$48.5 million.³ Which unfortunately, is not currently available on Mudah.my.

³ Sharma, Ravi, "10 absurdly expensive gadgets money can buy", Gadgetsnow.com. <https://www.gadgetsnow.com/slideshows/10-absurdly-expensive-gadgets-money-can-buy/FALCON-SuperNova-iPhone-6-Pink-Diamond-48-5-million/photolist/44311850.cms> (accessed February 27, 2020)

Most Searched Samsung Model



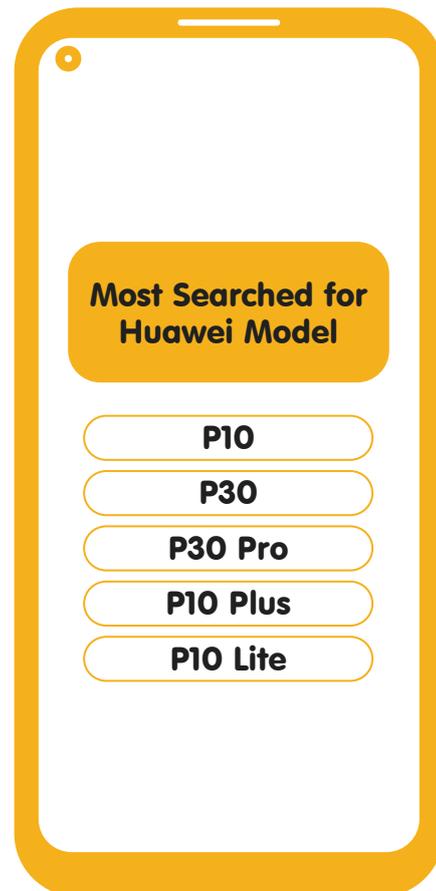
The Galaxy Note 5 takes top place in the Samsung search results, a popular model first released in Malaysia in 2015⁴. An intriguing insight which when combined with the previous iPhone findings indicate that the latest phone models aren't always the most sought after.

With new models like the Galaxy Fold coming in at an eye-watering RM8,000+⁵, we can understand why older models are still in favour.

⁴ The Borneo Post, "Samsung Galaxy Note 5 and S6 edge + available in Malaysia on September 4", TheBorneoPost.com, <https://www.theborneopost.com/2015/08/25/samsung-galaxy-note-5-and-s6-edge-available-in-malaysia-on-september-4/> (accessed February 27, 2020)

⁵ Ismail, Izwan, "Samsung Galaxy Fold is Here", New Straits Times, Newstraitstimes.com, <https://www.nst.com.my/lifestyle/bots/2019/10/527090/samsung-galaxy-fold-here> (accessed February 27, 2020)

Most Searched Huawei Model

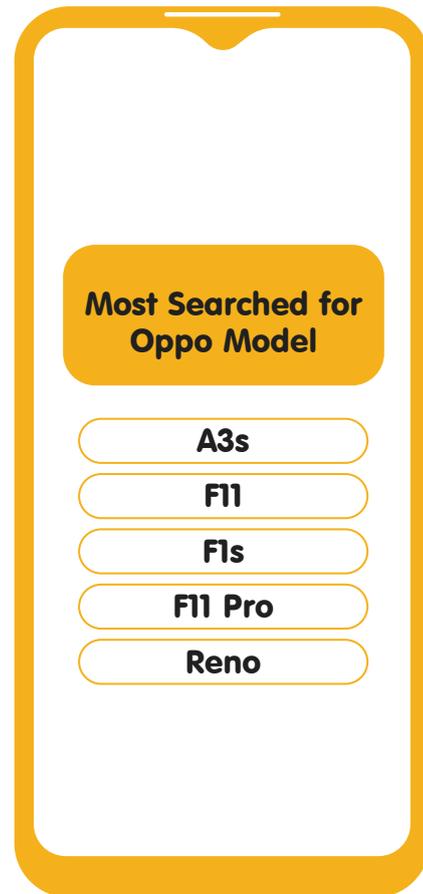


Huawei's P10 was a game-changer for this popular Chinese brand, solidifying the company's presence on the global stage. That was an important step for a company that, in 2019, with its Honor brand included, controlled over 40% of its home Chinese market.⁶ With a release in 2017, the P10 remains popular in Mudah.my searches today, making it to third most popular branded search result for mobile phones.

With the 40-megapixel joy of the P30 and P30 Pro, Huawei's popularity in Malaysia looks set to continue.

⁶ Liu, Coco, "Huawei's overseas retreat squeezes Chinese rivals", NikkeiAsianReview.com. <https://asia.nikkei.com/Business/China-tech/Huawei-s-overseas-retreat-squeezes-Chinese-rivals> (accessed February 27, 2020)

Most Searched Oppo Model

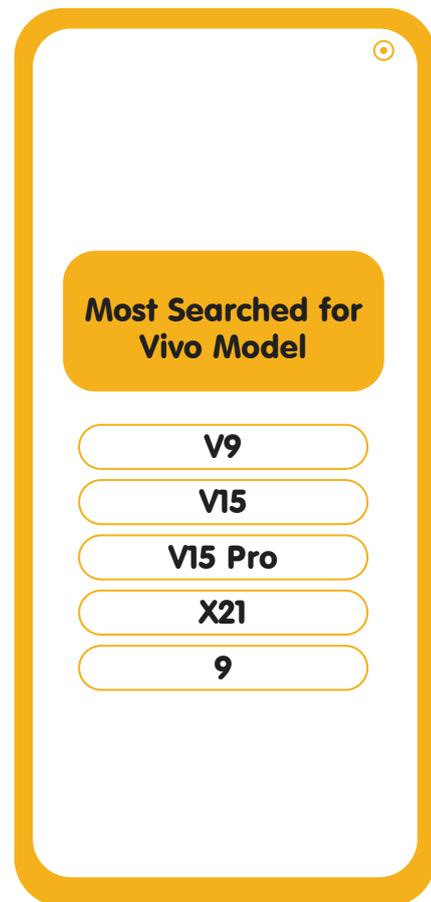


Oppo is another Chinese brand enjoying decent popularity in Malaysia, and while its market share lags behind rivals Huawei and Vivo in China in 2019⁷, it seems to be outperforming Vivo in our own fine slice of the globe when it comes to searches on Mudah.my. The Oppo A3 is by far the most popular search for this brand, which isn't bad for a phone that was only released last year.

This model likely owes its popularity to not only its affordability and impressive battery life, but also the line-up of local brand ambassadors they've engaged with like Neelofa, Nora Danish, Fattah Amin and more.

⁷ Liu, Coco, "Huawei's overseas retreat squeezes Chinese rivals", NikkeiAsianReview.com. <https://asia.nikkei.com/Business/China-tech/Huawei-s-overseas-retreat-squeezes-Chinese-rivals> (accessed February 27, 2020)

Most Searched Vivo Model



Vivo comes in at number three of our major Chinese brands and the Vivo V9 specifically is a clear standout for model searches here, showing the continued popularity of a phone first released in 2018.

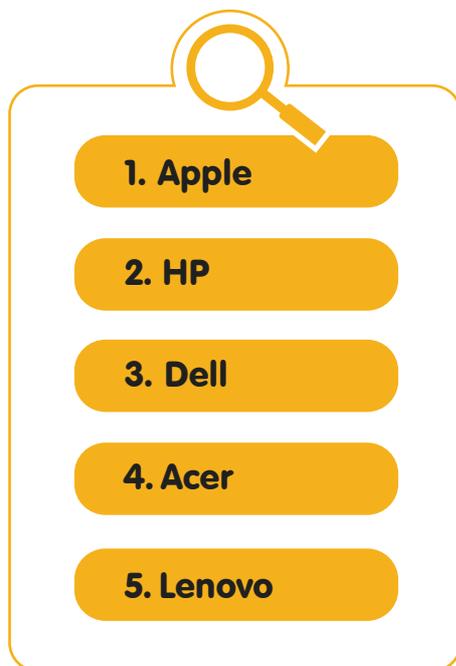
The V9, with its reputation for sleek looks, low weight, and snap-happy camera is followed on behind by the later generation Vivo 15 and Vivo 15 Pro. These later models offer a pricier look for the brand, with the V15 Pro's triple camera 48-megapixel camera and the V17 Pro's 48-megapixel quad camera far outperforming the 16 megapixels of the lead camera on the V9. It's selfie time!

Most Searched Computer Brand #1

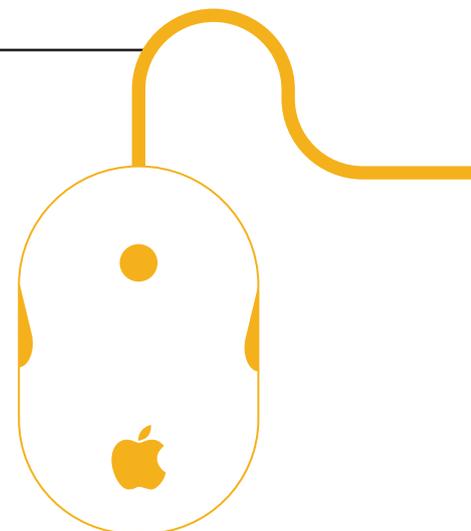
Computers have come a long way since that first giant mainframe swallowing up a room in the National Electricity Board's headquarters in 1965. The computers we work on today vary from powerful desktops to sleek touchscreen laptops, with a huge number of brands producing ever-more-exciting models using the latest chip technologies.

Apple once again takes top spot when it comes to the question of computers on Mudah.my. This global supergiant really is top of its game when it comes to search trend popularity in electronics.

Like in the case of mobile phones, we see a trend toward more affordable older models, with the 2015 MacBook Pro receiving the most targeted brand searches for Apple computers. The MacBook Pro 2015 represented a real step up in performance⁸ from its predecessors, so it's perhaps no surprise that the device is still seen as a top candidate. As for the MacBook Pro overall, well, if you love Apple, you're going to want the shiniest bit of kit they've got on offer. It might not come cheap, but it's hard to argue with the power of the engineering.



The MacBook Pro is top of the table when it comes to popularity for Apple on Mudah.my!



Most Searched Computer Brand #2



The reliable and respected HP takes second place, followed by Dell, showing that while the Mac operating system might be winning the race, there's still a lot of love for these Windows-based operators.

When it comes to search trend popularity for HP, the HP Pavilion takes first place. The Pavilion model is by and large a respected and affordable option for your daily computing needs, and is likely to come in a heck of a lot cheaper than something like the latest MacBook Pro. While the processing power on most models is way below that of the latest Apple model, there's undoubtedly a trend for this affordable Windows-based option.

Most Searched Computer Brand #3



The Dell Inspiron was the top Dell model searched for on Mudah.my in 2019, with 13,663 searches. There were also 6,015 searches for Dell monitor on Mudah.my, showing that brand recognition goes beyond just computer models.



Most Searched Computer Brand #4



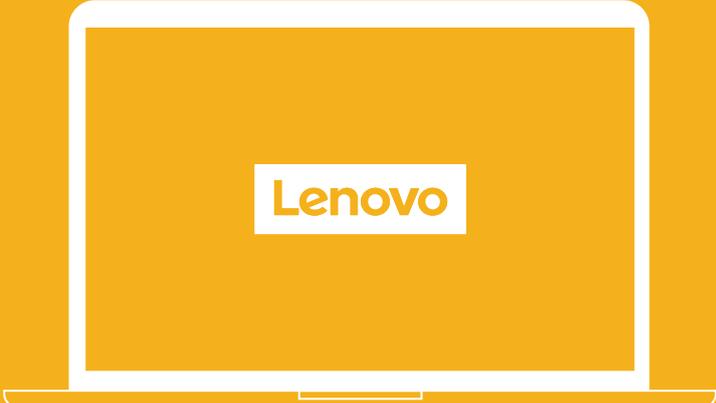
The Acer Aspire is the top model search for the Acer brand in 2019.

The global tech market might be facing stiff competition from China in the mobile arena, but it seems like the United States are still dominating when it comes to computers. Of course, that's not to say there aren't some rivals on the block.

Taiwanese Acer isn't far behind Dell in fourth place, and the Chinese computer giant Lenovo takes a solid fifth place. The battle of technology really is a Chinese-US competition in 2019.

Most Searched Computer Brand #5

For some reason Lenovo loves to name their models after the power of thought, and it seems you thought that the ThinkPad was the best of the lot for Lenovo in 2019. The Lenovo ThinkPad is a solid and respected machine, and is particularly popular in business circles by all accounts thanks to its durable design and solid battery life. There is a huge range of ThinkPad models to choose from, with the most expensive making for a rival to the power of a MacBook Pro, and at the cheapest an alternative to some of the HP and Dell mid-range offers.



Lenovo