

# MUDAH.MY GENERAL MARKETPLACE REPORT

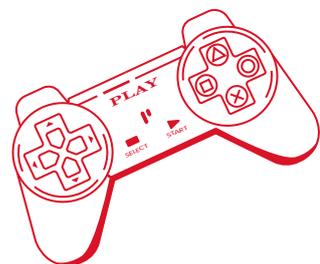
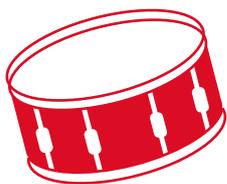
Time to lace up your trainers, plug in your consoles, and check if your toddler is in the same place you last put them — here's a list of top trends across common categories.



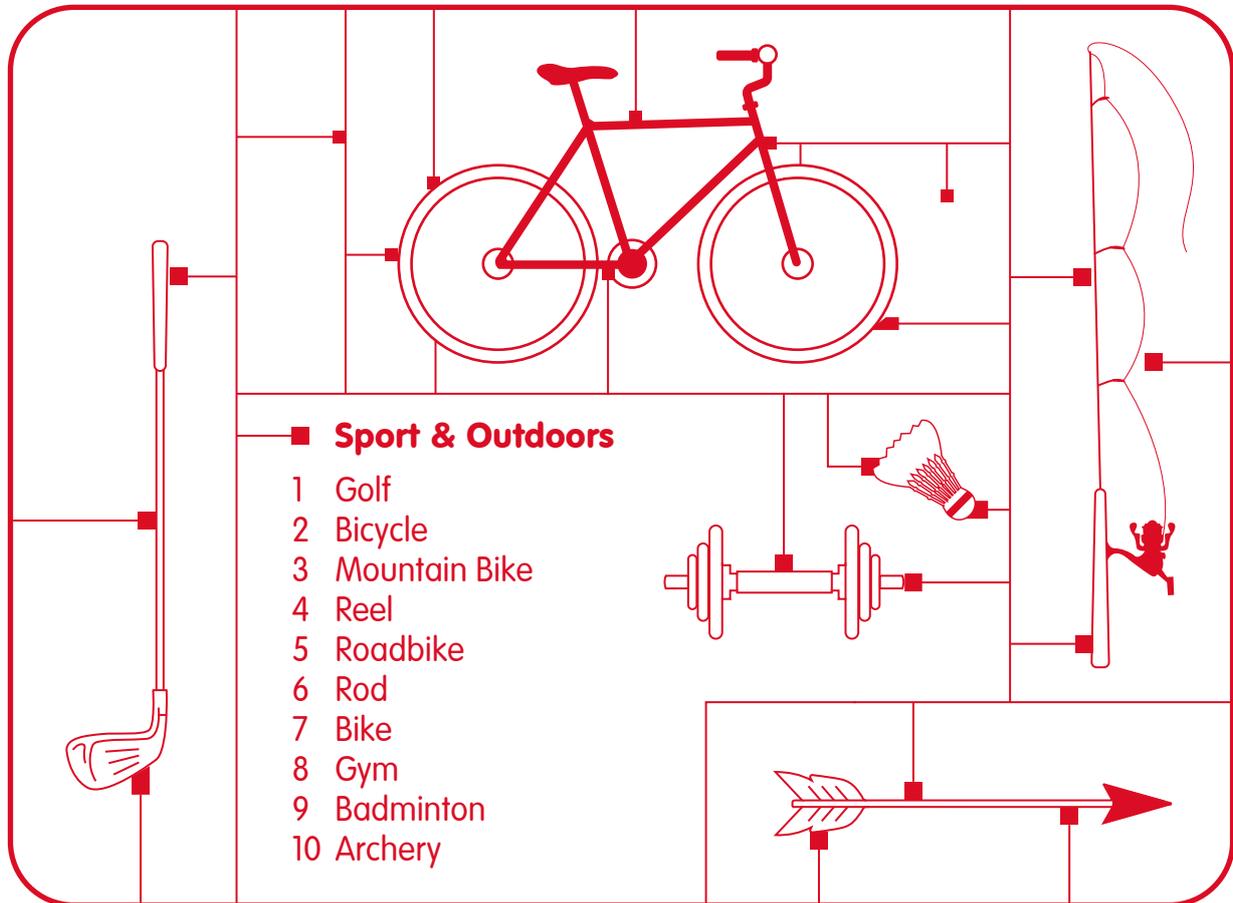
# METHODOLOGY

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Mudah.my General Marketplace Report is based on data for items listed in the category 'General Marketplace' 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's analysis of internal listings unless otherwise cited.



# Most Searched Items under Sports & Outdoors



“

**We tee off with golf, the most searched for sports equipment this year. With a complete off-the-shelf golf kit costing as much as RM4,000, you can see why golfers might be looking to find outstanding second-hand goods on Mudah.my.** ”

Bikes and cycling come second in our 2019 sports & outdoor trends, claiming four of the top 10 slots in our searches. The introduction of the Le Tour de Langkawi in 1996 may have taken cycling's popularity up a gear, as Malaysians look to bicycles as a fun leisure pursuit rather than a simple means of transportation.

Next on the list are reflections of Malaysia's classic love of badminton and fishing. It's good to see that the kampung spirit and fishing heritage is alive and well, with reel, rod and fishing all making their way to the top 10 searches.

Just as lively is our love of badminton. This beloved sport has played an important part in a modern, integrated Malaysia, with a shared passion growing from roadside games played over the neighbour's gate to the glory of the 16,000-seat stadium of the Axiata Arena.

# Most Searched Music Instruments

Malaysia is most definitely ready to rock, with the top three most popular searches for music instruments on Mudah.my offering a great foundation for a rock band with bite.

**Guitars, be it electric, acoustic or bass dominate this list, with instrument search terms interweaving with popular brand names.**

When it comes to brand preference, your regulars like Ibanez, Gibson, Fender and Marshall make it on the list, showing that when Malaysians are looking for guitars, certain brands really do strike a chord.

There's also a classical twist thrown in alongside the sweet hum of guitars. The keyboard and piano make it into the top eight, with the world-leading Yamaha brand entering the Most Searched Music Instrument Brands list at number three thanks to their popular electronic keyboards.

## Most Searched Music Instruments

1. Guitar

2. Drum

3. Keyboard

4. Bass Guitar

5. Piano

6. Amplifier

7. Electric Guitar

8. Drumset

## Most Searched Instrument Brands

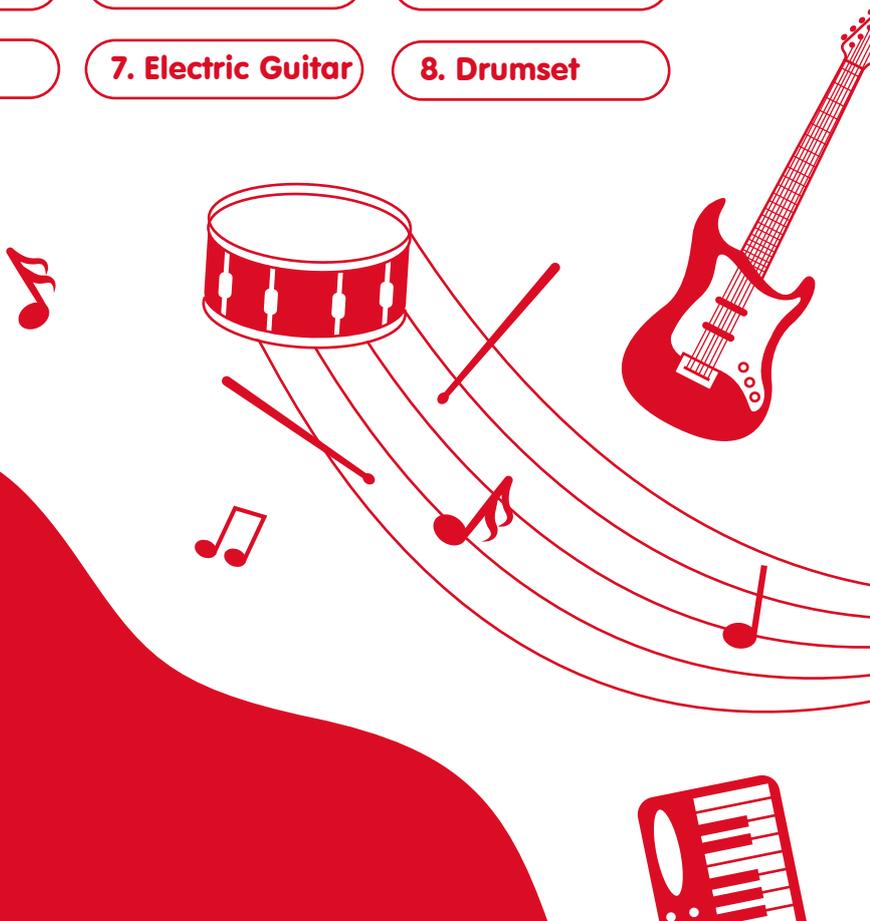
Fender

Ibanez

YAMAHA

Gibson

Marshall



# Most Searched Game Consoles

1. PS4

2. PS3

3. PSP

4. PS2

5. Nintendo Switch

6. Xbox

7. PS Vita

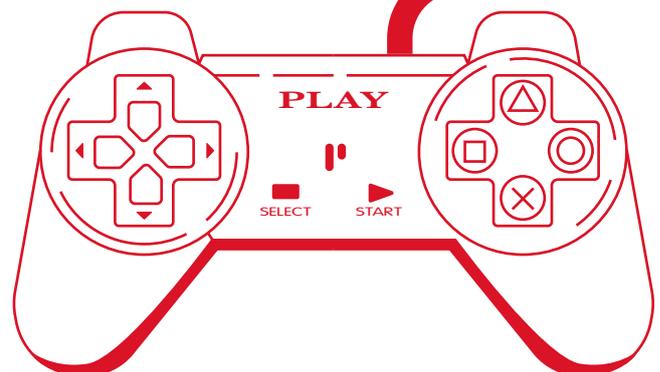
8. Xbox360

So, what about Nintendo? The iconic Japanese video game company had something of a rough ride a few years back, with the poorly received Nintendo Wii U turning into more of a Why U Bother? They switched that up (see what we did there) with the awesome Nintendo Switch, which has sold over 52 million<sup>1</sup> units worldwide. It loads itself happily into Mudah.my's top search results though, rounding up the top five most searched consoles.

The old school favourite Xbox makes its own entry into the chart at number six while the Xbox360 fills up the last position of most searched for consoles.

“ PlayStation is claiming victory royale when it comes to the most popular console searches on Mudah.my. ”

The PS4 takes prime spot on the podium, while the PS3, PSP, PS2 and PS Vita take up half of the entire Top 8 searches list! That's a station that certainly knows how to play. With the PS5 rumoured for release in the last quarter of 2020, it will be fascinating to see how this new model makes it onto our search results this year.



<sup>1</sup> Nintendo, "Dedicated Video Game Sales Units", Nintendo.com. [https://www.nintendo.co.jp/ir/en/finance/hard\\_soft/](https://www.nintendo.co.jp/ir/en/finance/hard_soft/) (accessed February 27, 2020)

# Most Searched Games



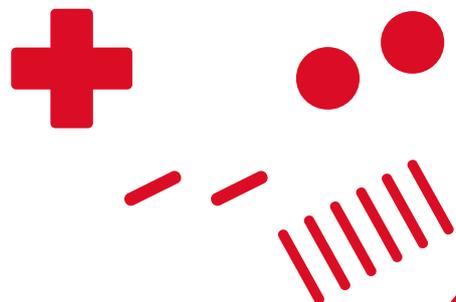
The players might not be known, but the top contender certainly is — Player Unknown's Battlegrounds (PUBG), is the battle royale multiplayer champion of top search results for individual games on Mudah.my. With versions available on Windows, Android, and iOS, alongside the powerhouse consoles of the PlayStation 4 and Xbox One, it's no wonder this game is blasting its way to the top.

Then we've got the FIFA range of video games which are recognised as the best-selling international sports game franchise of all time, with over 260 million copies sold globally by 2018.<sup>2</sup>

Swinging into third place for gaming is Spiderman. Although, let's face it, this delightful web-slinger is just as much fun in movie form! One movie that'll take an immense amount of effort to produce would be Grand Theft Auto (GTA for the initiated). But who needs a movie when a game is this engrossing? Following GTA, is Kratos himself in the award-winning game, God of War.

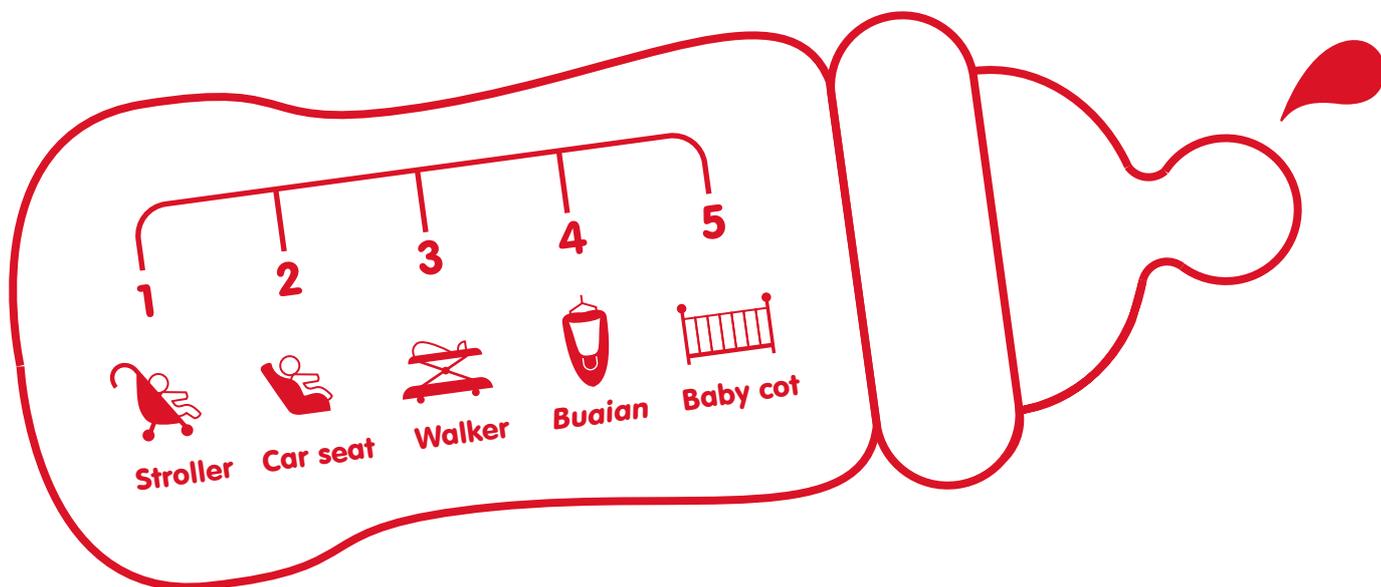
## Top 3 Classic Games on Mudah.my

It's time to share with your kids, nephews and nieces what the games of our time were all about! Did you know, the three most popular searches for classic games on Mudah.my in 2019 were: Digimon, Sega and Game Boy. That's a whole lot of retro joy just waiting to hatch!



<sup>2</sup> Grubb, Jeff, "EA Sports' FIFA franchise surpasses 260 million copies sold", Venturebeat.com. <https://venturebeat.com/2018/09/05/ea-sports-fifa-franchise-surpasses-260-million-copies-sold/> (accessed February 27, 2020)

# Most Searched Parenting Essentials



Little people are inspiring big search results on Mudah.my, with popular trends in fundamental baby essentials.

It's important when you've got kids to get out and about, and since it's generally considered polite to take your baby with you, you're going to need a stroller for the occasion! Strollers take top spot in our search results followed by baby car seats – what with regulation enforcing the mandatory use of child car seats set, which was introduced in January 2020.<sup>3</sup> Fret not though, because while getting a spanking brand new one can be rather costly, Mudah.my has plenty of affordable options to choose from. And hey, once you no longer have a use for it, you can sell it right back on the same platform!

In third place are walkers. One sleepy bit of insight from our Mudah.my trends is the role of traditional versus alternative equipment when it comes to those all-important baby naps – the *sarung buaian* remains a popular choice, coming in fourth in our top searches, beating the baby cot which takes fifth place. And we get it. Who wouldn't want to sleep in a tiny little hammock anyway?

**The Quinny brand of stroller particularly stands out, as the only branded search result in our top 15 results for baby essentials.**



<sup>3</sup> Kaur, Kirat, "5 Laws That Kick In On 1st January 2020", TheRakyatpost.com, <https://www.therakyatpost.com/2019/12/31/5-laws-that-kick-in-on-1st-january-2020/> (accessed February 27, 2020)