



KL : HAIER Sales Performance 24/03/2026 8:02 AM

MTD Sales
46.23 L

Brand Share %
12.46 %

Information:

MTD : 01-03-2026 To 23-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.46 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Air-Cond | 22.47 | 10.67 % |
| Fridge | 10.12 | 16.51 % |
| LED TV | 10.08 | 18.70 % |
| Wash-Mac | 3.18 | 8.59 % |
| W.Heater | 0.12 | 19.08 % |
| Oven | 0.11 | 3.05 % |
| Chimney | 0.09 | 2.52 % |
| W-Disp | 0.06 | 44.64 % |
| Total | 46.23 | 12.46 % |

| Sales Zone | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| KL-NORTH | 31.32 | 15.53 % |
| KL-SOUTH | 14.91 | 8.81 % |
| Total | 46.23 | 12.46 % |

KL-NORTH

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Air-Cond | 14.82 | 12.16 % |
| Fridge | 8.14 | 28.37 % |
| LED TV | 6.42 | 22.49 % |
| Wash-Mac | 1.73 | 10.18 % |
| Chimney | 0.09 | 2.93 % |
| W-Disp | 0.06 | 100.00 % |
| W.Heater | 0.06 | 18.63 % |
| Total | 31.32 | 15.53 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| WHKZ | -0.41 | 6.09 % |
| Total | 31.32 | 15.53 % |

KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| Air-Cond | 7.66 | 8.62 % |
| LED TV | 3.66 | 14.43 % |
| Fridge | 1.97 | 6.06 % |
| Wash-Mac | 1.45 | 7.24 % |
| Oven | 0.11 | 7.37 % |
| W.Heater | 0.07 | 19.47 % |
| Total | 14.91 | 8.81 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| TVP1 | 6.34 | 7.80 % |
| PAS1 | 3.55 | 9.31 % |
| PNL1 | 0.10 | 0.38 % |
| TVSD | | 0.00 % |
| Total | 14.91 | 8.81 % |