



99 Speed Mart Is Selling Home Appliances Now

Midea and 99 Speed Mart have signed a partnership to sell home appliances — from blenders to stick vacuums — across the mini-market chain's 3,100-plus outlets nationwide, effective immediately.



BY FERNANDO FONG
JULY 29, 2026



IN BRIEF

- Midea has signed an MOU with 99 Speed Mart to sell small home appliances across more than 3,100 outlets nationwide from August.
- The partnership gives Midea access to one of Malaysia's largest retail networks, bringing appliances directly into local neighbourhoods.
- Products including blenders, kettles, fans, toasters, stick vacuums and stoves will be available in-store alongside everyday essentials.

Malaysians have long trusted 99 Speed Mart for their Milo, their instant noodles, and their last-minute toilet paper runs.

Starting August, they can pick up a rice cooker on the way out.

Midea, the Chinese home appliance giant, formalised a Memorandum of Understanding (MOU) with 99 Speed Mart on Wednesday (29 July), placing a selection of its small home appliances — blenders, kettles, fans, toasters, stick vacuums and stoves — on shelves across the chain's more than 3,100 outlets nationwide.

The pairing is less odd than it sounds.

99 Speed Mart has spent nearly four decades quietly becoming indispensable to Malaysian households, growing from a single sundry shop in Klang since 1987 into the country's largest mini-market chain.

Its tagline — *Near 'n Save* — is not just marketing.

It is, for many Malaysians, a lived reality.



A display of Midea home appliances — including a microwave oven, electric kettle, toaster and blender — at the MoU signing ceremony in Shah Alam, as part of the brand's dedicated counter concept planned for 99 Speed Mart outlets nationwide.

Two Brands, One Neighbourhood

That reach is precisely what Midea is buying into.

By partnering with 99 Speed Mart, Midea gains access to one of Malaysia's most extensive retail networks, said Mark Tam, Managing Director of Midea Malaysia, at the signing ceremony in Shah Alam.

// This enables the brand to reach more neighbourhoods and serve consumers where they live and shop. //

99 Speed Mart founder and CEO Lee Thiam Wah framed it from the other direction.

As the country's largest mini market chain, 99 Speed Mart is always looking for ways to better serve Malaysians' everyday needs, he said.

// This collaboration allows us to offer greater convenience by making quality home appliances more accessible through our nationwide network. //



(From left) Lee, 99 Speed Mart Chief Operating Officer Yong Eng Kwang, Tam, and Midea Group Asia Pacific President Zeal Jiang.

From Showroom To Shophouse

The partnership extends Midea's retail footprint beyond its 18 dedicated brand stores and authorised dealer network – a distribution model that, until now, kept its products largely within the orbit of electronics retailers and shopping malls.

A stick vacuum in a 99 Speed Mart represents something different: the appliance aisle coming to the neighbourhood, rather than the other way around.

For Midea, the timing aligns with its *Power of One* regional growth strategy, unveiled at its Asia Pacific Dealer Conference in Bali last year – a push to unify product innovation, retail expansion and customer experience under a single growth agenda.

Whether Malaysians will add a blender to their basket alongside their bread and shampoo remains to be seen.

But if any retailer has earned the right to test that theory, it is probably the one already in every other neighbourhood.



Tam addresses guests at the MoU signing ceremony.