



MALAYSIA RETAIL PULSE

Q3 2025

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Welcome to **STRATOSCOPE RETAIL**, your quarterly update on the ever-evolving landscape of Malaysia's retail and shopping mall sector, brought to you by Stratos Pinnacle.



In this Q3 2025 issue, we delve into significant developments shaping the retail landscape, including major mall expansions, upcoming openings, and key transformations in existing properties. We also spotlight notable retail brand entries, from debuts to upcoming arrivals, as well as the performance of retail REITs.

We hope this compilation provides valuable insights into Malaysia's dynamic retail market, helping you stay informed on the latest development and future outlook.

Q3 2025

“EMPOWERING ORGANISATIONS TO *MULTIPLY VALUE* THROUGH *SUSTAINABLE DECISIONS*, ULTIMATELY *IMPROVING LIVES*”

MALLS LANDSCAPE IN MALAYSIA

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14 UPCOMING MALLS



Upcoming ●

KLANG VALLEY

1. KLGCC Mall 24 Oct 2025
2. Sunway Square Mall Q4 2025
3. KL Midtown Q4 2025
4. Hextar World @ Empire City Q4 2025
5. Ombak KLCC Mall Q4 2025
6. Destina Putrajaya Q4 2025
7. Coalfields Retail Park Q2 2026
8. Merdeka 118 Mall Q2 2026
9. IOI Mall Rio 2030

JOHOR

1. Horizon Mall Q2 2026

PERAK

1. Sunway Ipoh Mall 2027

SABAH

1. Beaufort City Mall 2027

PENANG

1. The Waterfront Shoppes Q2 2026

MELAKA

1. Parkland Mall TBC

MALLS LANDSCAPE IN MALAYSIA

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MAJOR MALL DEVELOPMENT

atrium at gamuda gardens

The newly launched Atrium at Gamuda Gardens in Rawang has attracted over a million visitors within the first nine months. Positioned as a lifestyle and retail hub, it offers a diverse mix of tenants including Kosa Coffee, Fei Fan Hotpot, Rong Cuisine, and The Glasshopper Cafe. ^[1]



HEXTAR WORLD AT EMPIRE CITY

Hextar World at Empire City offers 1.8 million sq ft (NLA) of space with focus on creating a self-sustaining ecosystem. Key tenants include Village Grocer, Jungle Gym, Miami Beach (largest indoor waterpark), and Sport Planet. Positioned as a dynamic lifestyle hub, it aims to cater to a broad spectrum of customers with activities like pickleball and Ballet Theatre Malaysia. ^{[3] [4]}



SUNWAY SQUARE MALL

Spanning 300,000 sq ft NLA, the four-storey mall boasts a high pre-opening commitment with 95% of space leased. Anchor tenants include Village Grocer, TGV Cinemas, BUMP Bouldering, The Library by BookXcess, and lifestyle retailer KKV. It integrates with the broader Sunway City ecosystem, featuring corporate towers and a world-class performing arts centre. ^[2]



THE WATERFRONT SHOPPES, PENANG

Scheduled for opening in April 2026, The Waterfront Shoppes in Penang will span 1.5 million sq ft (GFA) and feature an eclectic mix of fashion boutiques, flagship stores, and artisanal cafes with Village Grocer as anchor tenant. Located within the Light Waterfront Penang project, it will offer a waterfront promenade, blending biophilic design with retail experiences. ^[5]

[1] <https://www.gamudaland.com.my/news/shifting-the-centre-early-business-entrants-capitalising-on-integrated-hubs-in-klang-valley-s-north>

[2] <https://www.businesstoday.com.my/2025/04/28/sunway-malls-to-open-sunway-square-mall-as-new-hub-for-education-and-leisure/>

[3] <https://www.hextarworld.com.my/post/hextar-world-at-empire-city-takes-a-major-leap-forward-with-the-signing-of-eight-new-tenants>

[4] <https://thegedgemalaysia.com/node/763929>

[5] <https://thesmartlocal.my/the-waterfront-shoppes-penang/>

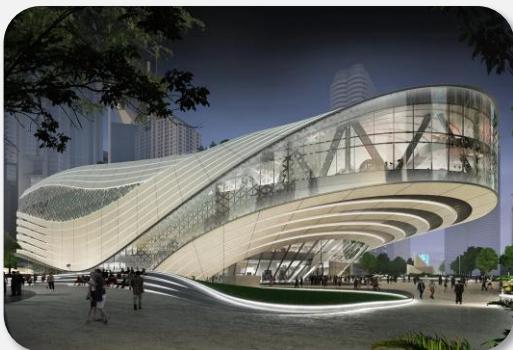
MALLS LANDSCAPE IN MALAYSIA

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MAJOR MALL DEVELOPMENT

KLGCC MALL, BUKIT KIARA

Spanning 240,000 sq ft (NLA), the mall has secured 90% occupancy upon its soft opening on 24th Oct 2025. Anchor tenants include Jaya Grocer, Serai Group, ACE Hardware, Asia Ballet Academy, and HarborLand. The family-friendly mall aims to offer events-centric spaces, such as a rooftop amphitheatre and Serai Event Hall. ^[1]



HORIZON MALL ISKANDAR PUTERI

Slated for a 2026 opening, the 150,000 sq ft (NLA) Horizon Mall will offer a biophilic, community-focused experience with key tenants including Village Grocer, Chagee, Padi House and Jungle Gym. It is designed to cater to Horizon Hills residents and visitors from nearby attractions like Legoland. The timing is strategic, coinciding with the RTS Link's launch to capture the expected surge in cross-border tourism and retail spending in Johor. ^{[3] [4] [5]}



OMBAK KLCC MALL

The mall offers 420,000 sq ft (NLA) of retail space with 120 lots over six floors. The mall's anchor tenant will be Galeri Petronas, alongside various lifestyle and F&B outlets. Located near Suria KLCC, it will feature a rooftop park and marketplace, with direct MRT access and a covered walkway connecting to Suria KLCC. ^[2]



MAJESTIC LABS, SEMENYIH

Majestic Labs, the new 3.6-acre commercial center in Eco Majestic (Semenyih), recently soft-launched with a strong 70% occupancy across its 47 units. The development offers 110,000 sq ft NLA across all four floors. It features a curated mix of F&B and lifestyle tenants, including Nando's, Canton Boy, Believe Fitness, and an IKEA pop-up, with a grand opening slated for early 2026.

MALLS LANDSCAPE IN MALAYSIA

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MAJOR MALL DEVELOPMENT

AEON AT SETIA ECO HILL

AEON is preparing to launch a new outlet in Setia EcoHill Mall, Semenyih, anticipated to open in late 2025. This expansion is expected to replace the former LuLu Hypermarket, enhancing the mall's retail mix. Currently, AEON is actively recruiting staff for this new location as seen in many job boards. ^[1]

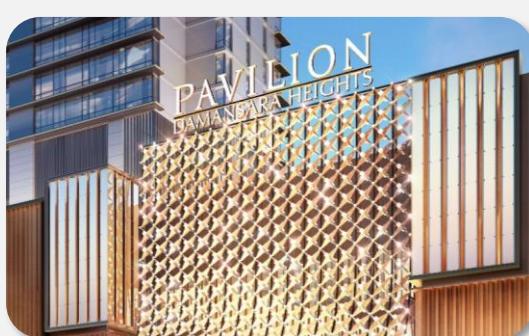


CHECKERS KAJANG

Checkers Hypermarket has officially opened its fourth outlet in Saujana Impian, Kajang, spanning 60,000 sq ft. The store caters to both consumers and small businesses with emphasis on affordability and local sourcing. The hypermarket is committed to supporting local products and incorporating sustainable practices, with solar installations planned for the new outlet by the end of the year. ^[2]

MITSUI OUTLET PARK, LALAPORT BBCC

LaLaport Mitsui has strategically expanded its retail offering with the launch of the Mitsui Outlet Park BBCC in August 2025. Located on Level 3, this new development features discounted brands like Adidas, Puma, and Skechers. This addition diversifies LaLaport BBCC's retail mix by introducing a value-driven segment, reducing the need for customers to travel to KLIA for outlet shopping. ^[3]



PAVILION DAMANSARA HEIGHTS

Pavilion Damansara Heights is consolidating its position as a premium lifestyle destination with an emphasis on continuous expansion. These strategic additions include major family and lifestyle tenants such as Toys"R"Us, Books Kinokuniya, K11 Karaoke, Marks & Spencer (M&S), and Massimo Dutti. ^[4]

[1] https://www.threads.com/@rizalhakim_punyer/post/DPG2KFlkPc/dengarnya-aeon-ambik-all-setia-ecohill-mall-semenyihngoodjob-semoga-boleh-ubah-e

[2] <https://www.hmetro.com.my/business/2025/09/1269107/checkers-hypermarket-buka-cawangan-keempat-di-kajang>

[3] <https://says.com.my/lifestyle/mitsui-outlet-park-is-now-open-in-lalaport-bbcc-heres-what-they-have/>

[4] <https://hype.my/pavilion-damansara-heights-unveils-pavilion-bloom-campaign-where-art-style-community-flourish/>

MALLS LANDSCAPE IN MALAYSIA

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MALL TRANSFORMATION

DA MEN MALL – REVAMPED INTO EASYHOME SMART HOME LIFE EXPERIENCE CENTRE

Da Men Mall in Subang Jaya, previously owned by Pavilion REIT, is undergoing a major rebranding and renovation after being taken over by Easyhome, a home and lifestyle mall brand from China, as the new master tenant. The mall, which is changing its name to Easyhome Mall is being transformed into a "smart living" destination blending home furnishing showrooms with tech-driven concepts.

The renovation began following a master lease agreement signed in April 2025. The mall is **expected to break even by Q4 2025** once the master lease is fully implemented. Many key tenants remain open during the ongoing makeover, with the fully rebranded mall expected to officially launch in Q4 2025. ^[1] ^[2]



IOI MALL DAMANSARA – POST ACQUISITION PROGRESS

Following its acquisition in late 2024, the former Tropicana Gardens Mall has been rebranded as IOI Mall Damansara, signaling a new chapter of strategic revitalization. This progress is underscored by the rebranding of its direct transit link to Surian IOI Mall Damansara MRT Station.

IOI Properties Group is implementing asset enhancement initiatives, including tenant reconfigurations and physical upgrades like a new License Plate Recognition (LPR) parking system, new façade, refurbished toilets, changes to the escalator position and mall layout.

New tenants introduced to enhance the retail mix include F&B and lifestyle brands like liao liao, Montigo, Skechers, IT World and many more. This mall upgrades are expected to be completed by Q4 2027. ^[3] ^[4]

[1] <https://hype.my/da-men-mall-to-change-name-to-easyhome-smart-home-life-experience-centre-as-part-of-revamp/>

[2] <https://says.com/my/lifestyle/da-men-mall-in-subang-jaya-is-changing-its-name-to-easyhome>

[3] <https://web.facebook.com/100083207807169/videos/1430626821485996/>

[4] <https://www.instagram.com/reel/DOK-Mgmied6/>

MALLS LANDSCAPE IN MALAYSIA

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MALL EXPANSION

AEON MALL SEREMBAN 2 – EXPANSION TO STRENGTHEN RETAIL PRESENCE

AEON Co (M) Bhd is investing RM500 million to expand AEON Mall Seremban 2 with a **four-storey extension** connected via an overhead bridge to the existing mall.

Scheduled for **completion in 2027**, the combined retail space will be 700k sq ft (NLA) making it the second largest AEON mall after AEON Bukit Tinggi (1 million sq ft NLA). This expansion features international fashion, accessories, cinema, sports centre, and open-air retail components, plus enhanced parking including EV charging bays.

The expansion reinforces AEON's strategy to modernise its retail portfolio and capture growing demand in Seremban's fast-developing catchment. ^[1] ^[2] ^[3]



MALL ACQUISITION

WANGSA WALK – A NEW ERA UNDER SUNWAY GROUP

Sunway Group's acquisition of Wangsa Walk Mall was completed in September 2025 as part of a major strategic deal to acquire the residential development business of MCL Land from Hongkong Land Holdings for S\$738.7 million (RM2.4 billion).

The deal transferred ownership of the mall, which boasts a **high 99% occupancy rate across its 330,000 sq ft Net Lettable Area (NLA)**, along with surrounding development land in Wangsa Maju.

This move enhances Sunway's recurring income portfolio and is strategically positioned to leverage Sunway's expertise, with analysts suggesting the potential for redeveloping the area into an integrated, transit-oriented development (TOD) project, similar to the Sunway Velocity township. ^[4] ^[5]



NOTABLE RETAIL DEBUT IN MALAYSIA

FOOD AND BEVERAGES



Soya Soba was launched in late September 2025 at 1 Mont Kiara, introducing Malaysia to its signature fusion of soy-based broth and soba noodles in a minimalist Korean café setting.^[1]



Gamtan Korean Cuisine, a popular brand in Singapore, opened its first Malaysian outlet in Desa Sri Hartamas, Kuala Lumpur in September 2025, offering a pork-centric Korean BBQ experience with an omakase twist.^[2]



Tamjai Mixian made its Malaysian debut in July 2025 at Sunway Pyramid through strategic partnership with Hextar Retail Berhad. The new outlet introduced a contemporary concept, combining the Group's signature brands—TamJai Yunnan Mixian and TamJai SamGor Mixian into a single, modern concept.^[3]



Lucky Cup

Lucky Cup entered Malaysia in September 2025, debuting in Bandar Puchong Jaya followed by Kota Damansara. The brand extends Mixue's portfolio into the coffee segment with affordable coffee and dessert offerings.^[4]



GOPIZZA, the South Korean fast-casual pizza chain recognized for its oval-shaped pizzas and technology-driven operations, made its Malaysian debut at KL Gateway Mall through a strategic partnership with Hextar Retail Berhad.^[5]



Wok Man, a renowned Chinese Hunan cuisine brand, has opened its inaugural Malaysian outlet at Sunway Pyramid. The restaurant offers a diverse menu of spicy stir-fried dishes, catering to the growing demand for authentic regional Chinese flavors in Malaysia.^[6]

[1] <https://www.malaymail.com/news/feat-drink/2025/09/24/koreas-soya-soba-opens-in-mont-kiara-bringing-handmade-buckwheat-noodles-served-chilled-hot-and-even-wrapped-inside-a-maki/192151>

[2] <https://www.freemalaysiatoday.com/category/leisure/2025/10/02/korean-bbq-gets-an-omakase-makeover-at-gamtan-meal-shop/>

[3] <https://tamjai-intl.com/en/tam-jai-international-debuts-in-malaysia-fuelling-southeast-asia-expansion/>

[4] <https://says.com.my/eats/mixues-coffee-chain-lucky-cup-has-landed-in-malaysia/>

[5] <https://www.asiabusinessoutlook.com/news/gopizza-to-debut-in-malaysia-with-hextar-partnership-nwid-9384.html>

[6] <https://www.instagram.com/p/DM7GYvnxi5g/>

NOTABLE RETAIL DEBUT IN MALAYSIA

LIFESTYLE STORE



Flying Tiger Copenhagen debuted in July 2025 at AEON Mall Tebrau City, Johor Bahru, followed by a Kuala Lumpur flagship on 4 September 2025 at The Gardens Mall, introducing its playful, design-led variety store format to Malaysian shoppers. ^[1]



3COINS

X11 from China, a trendy toy and collectible retail brand, inaugurated its first overseas store at Pavilion Bukit Jalil on July 10, 2025. This debut, part of the KK Group's global rollout signifies the full joint global rollout of KK Group's three core brands, with an overall target of 200 new overseas outlets by end-2025. ^[2]

The first Malaysian outlet for the popular Japanese lifestyle shop **3COINS** has officially opened its doors at LaLaport BBCC. The brand's signature concept of stylish, practical, and affordable household and lifestyle items, typically priced around the 300 Yen (≈RM 10) mark, adds an affordable Japanese element to the mall's tenant mix. ^[3]

UPCOMING RETAIL DEBUT IN MALAYSIA

FOOD AND BEVERAGES



Set to launch its first Malaysian outlet at The Curve, Petaling Jaya, in December, **LOTTERIA** plans to establish a total of 30 fast-food branches nationwide over five years, furthering its Southeast Asian expansion strategy by end-2025. ^[4]



Saizeriya, the Japanese affordable Italian chain, confirmed its Malaysian market entry for Q4 2025 following the establishment of its local subsidiary in August 2025. The company expects its first outlet to open in September 2025 (no confirmed location yet), marking its next strategic regional expansion. ^[5]



Long Jing, a prominent Zhejiang cuisine chain with over 500 outlets in China, is set to open its first Malaysian outlet at Sunway Pyramid by end of 2025. The restaurant is known for its artfully plated dishes and traditional flavors, aiming to introduce Hangzhou's culinary heritage to the Malaysian market. ^[6]

RETAIL CLOSURES IN MALAYSIA



Starbucks has further closed down several outlets across Malaysia amidst a prolonged period of soft consumer sentiment and market-wide boycott pressures. High-profile, specific permanent closures include the outlets at Sunway Putra Mall (replaced by Bath and Body Works), Sunway Pyramid (replaced by Pop Mart) and Plaza Merdeka, Sarawak. ^[1] ^[2]



Mercato, a premium supermarket chain, has closed its outlet at Pavilion Kuala Lumpur. It is now being replaced by The Food Merchant, a gourmet grocer brand introduced by -the founders of Village Grocer. ^[3]

RETAIL REITs



HEKTAR REIT – YIELD-ACCRETE LAND ACQUISITION TO DRIVE INCOME GROWTH

Hektar REIT's proposed **acquisition-and-leaseback deal** for 41.8 acres of leasehold land in Durian Tunggal, Melaka was valued at **RM40 million (RM22 psf)**, about **21% below the market median** of RM28 psf. The land, leased for 30 years to **KYSA Education Sdn Bhd**, will deliver a **net rental yield of 5.3%**, exceeding the portfolio's projected 2026 yield of 4.9%.

Hong Leong Investment Bank described the transaction as yield-accretive and de-risked via a triple-net lease structure, under which the tenant covers taxes, insurance, and maintenance. The deal is expected to **lift net profit by 2% in 2026 and 3.4% in 2027**, with gearing rising only marginally to 42.7%.

Supported by its **strategy to diversify into non-retail assets** and target a 6.5%+ yield profile, the acquisition reinforces Hektar REIT's medium-term plan to expand recurring income and strengthen asset resilience. ^[1] ^[2]



KIP REIT – PORTFOLIO EXPANSION AND STRONG FY2025 PERFORMANCE

KIP REIT secured unitholder approval for the **RM118 million acquisition of four retail properties** in Selangor and Kuantan, together with a **RM132 million private placement** to fund the purchase and asset upgrades. The new assets, including KIPMall Desa Coalfields and Lotus's Indera Mahkota, are projected to contribute RM11.3 million in revenue and RM8 million NPI in the first full year, translating to an **initial yield of 6.8%**.

For financial year ended June 30, 2025, **NPI rose 24.4% to RM96.8 million**, on the back of a 33% surge in revenue to **RM136.1 million**, supported by contributions from the newly bought D'Pulze Shopping Centre and TF Value-Mart. **Occupancy rate** stood at **97.8%** in 4Q FY2025. Despite minor selling pressure after **EPF reduced its stake**, KIP REIT remains on solid footing with **expected portfolio value of RM1.6 billion** and growing recurring income from suburban retail and industrial segments.

^[3] ^[4] ^[5]

RETAIL REITs



PARADIGM REIT – SOLID POST-IPO RESULTS WITH STRONG OCCUPANCY AND MARGINS

Paradigm REIT, newly listed on Bursa Malaysia on June 10, 2025, reported **revenue of RM13.2 million, net property income (NPI) of RM9.3 mil, and profit after taxation (PAT) of RM6.5 million** for its **first interim financial results from June 10 to June 30, 2025**. NPI and PAT margins had increased to 70.3% and 49.4% respectively, compared to 67.3% and 44.7% in FYE 2024.

Its three-mall portfolio namely Paradigm Mall Petaling Jaya, Paradigm Mall Johor Bahru, and Bukit Tinggi Shopping Centre recorded **occupancies of 98–100% and NPI yields of 5.8–7%**. Total assets stood at RM2.52 billion with debt-to-capital asset ratio of 33.5%, offering headroom for expansion.

Management reaffirmed its commitment to **distribute at least 90% of income semi-annually**, underscoring its position as a defensive retail REIT anchored by resilient suburban malls. ^[1] ^[2]



PAVILION REIT – TOURISM REBOUND AND NEW ASSETS DRIVE EARNINGS GROWTH

Pavilion REIT's **earnings strengthened in Q3 2025**, supported by **higher tourist arrivals**, resilient retail spending, and first full-quarter contributions from its hotel assets. According to CIMB Research, the higher tourist arrivals had lifted footfall at Pavilion KL, where foreign visitors typically account for around 30% of total traffic, as well as at Banyan Tree KL and Pavilion Hotel KL.

Further upside is expected from **lower utilities costs** arising from TNB's automatic fuel adjustment mechanism, and **rising occupancy**, with Pavilion Bukit Jalil targeting 93% by end-2025. Meanwhile, Easyhome Mall is forecast to return to profitability next year.

With its balanced mix of retail, hospitality, and commercial assets, Pavilion REIT remains well-positioned for stable income and sustainable distribution growth. ^[2] ^[3] ^[4] ^[5]

[1] <https://www.businesstoday.com.my/2025/08/20/paradigm-reit-posts-strong-first-interim-results-with-rm6-6-million-distributable-income/>

[2] <https://www.thestar.com.my/business/business-news/2025/10/08/tourist-arrivals-lift-pavilion-reits-hotel-mall-assets>

[3] <https://theedgemalaysia.com/node/772994>

[4] <https://theedgemalaysia.com/node/763609>

[5] <https://www.thestar.com.my/business/business-news/2025/07/22/pavilion-reit-2q-net-profit-climbs-to-rm79mil>

RETAIL REITs



IOI PROPERTIES – CONFIRMS REIT PLAN TO UNLOCK RM6–8 BILLION PORTFOLIO VALUE

IOI Properties Group Bhd formally announced plans to establish a REIT, incorporating IOIPG REIT Management Sdn Bhd as the management entity. The proposed REIT, **valued at a potential RM6–8 billion**, is expected to include IOI City Mall Phases 1 & 2, hotels, and office assets; and is aimed at deleveraging the balance sheet and enhancing recurring income.

In its **4th quarter** ended June 30, 2025, **revenue rose 13.7%** to RM890.2 mil whilst its **underlying profit before tax surged 145% y-o-y** to RM214.1 million, driven by **stronger contributions from its property development business and strategic expansion in the hospitality and leisure segment**. Key milestones include the acquisition of IOI Mall Damansara and Courtyard by Marriott Penang, alongside the launch of Sheraton Grand Hotel, Xiamen.

The REIT plan signals IOI's intent to monetise mature investment assets and fortify its dividend-yielding profile in 2026 and beyond. ^[1]

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