

Consumer Values and Behaviour in Malaysia

Market Direction | 2022-12-19 | 59 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1100.00
- Multiple User License (1 Site) €2200.00
- Multiple User License (Global) €3300.00

Report description:

This report visually explores everyday habits and behaviours that reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits in Malaysia.

Euromonitor's Consumer Values and Behaviour in Malaysia report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Values market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Scope

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Consumer values and behaviour in Malaysia

Consumers are more confident in their long-term investments than average

Millennials are highly engaged with new products and want to engage with brands

Younger cohorts prefer branded products to non-branded alternatives

Malaysians have a positive outlook on their future

High expectations of more activities shifting to in-person

Younger generations expect to work more in the future

Outlook on more community engagement higher than global average

Consumers are as concerned about the future impact of climate change

Younger generations feel they will be more engaged in their communities in future

All generations highly active staying connected with friends/family virtually

Air quality is a key element when choosing where to live

Over a quarter of respondents want a multifunctional living space

Higher frequency of eating takeaway/ready-made food and dining out than global average

Convenience of food delivery is a good option as many consumers do not have time to cook

Gen Z not confident in their ability to cook for themselves

Middle generations more likely to look for healthy ingredients in the foods they eat

To have a job that offers a strong work-life balance is a top priority

Earning a high salary top work priority, but job security also favoured

Consumers have a strong desire to simplify their lives

Over a third socialise online every week

Shopping is still the most popular monthly leisure activity

Millennials are the most avid leisure shoppers

Over half say they run or jog at least once a week

Middle generations most avid weekly walkers

Millennials and Gen X choose to use herbal remedies more than other cohorts

Consumers are active in their efforts to have a more positive impact on the planet

Millennials focus on reducing food waste and reducing their use of plastics

Gen X most active cohort in their environmental and sustainability activities

Gen Z make purchase decisions based on a brands/companies' social and political beliefs

Malaysian consumers like to spend time browsing in stores even if they do not need anything

Millennials would rather buy less to afford better quality products

Consumers are cutting back and only buying new items if necessary

Millennials more interested in seeking out strong or well-known brands

Consumers are shifting to buying most products using their smartphone

Millennials most comfortable purchasing beauty and personal care items via a smartphone

Consumers expect to increase their spending on health and wellness the most

Gen X focus their intentions to increase their spending on education

Over half of consumers intend to save more money in the future

Consumers are careful to protect their online privacy

Millennials more likely to share their data to receive offers and deals

High percentage of consumers interact with companies/brands online

Millennials most actively buying items from social media platforms

More than half of consumers use a mobile banking service every week

Millennials are more frequent users of in-store mobile payments

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Consumer Values and Behaviour in Malaysia

Market Direction | 2022-12-19 | 59 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|--------------------------------|----------|
| | Single User Licence | €1100.00 |
| | Multiple User License (1 Site) | €2200.00 |
| | Multiple User License (Global) | €3300.00 |
| | | VAT |
| | | Total |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | | |
|---------------|----------------------|-------------------------------|---|
| Email* | <input type="text"/> | Phone* | <input type="text"/> |
| First Name* | <input type="text"/> | Last Name* | <input type="text"/> |
| Job title* | <input type="text"/> | | |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/> |
| Address* | <input type="text"/> | City* | <input type="text"/> |
| Zip Code* | <input type="text"/> | Country* | <input type="text"/> |
| | | Date | <input type="text" value="2025-06-26"/> |
| | | Signature | <input type="text"/> |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com