

## **Consumer Values and Behaviour in Malaysia**

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

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### **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.

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## 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

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