

Consumer Lifestyles in Malaysia

Market Direction | 2024-06-11 | 55 pages | Euromonitor

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Report description:

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations, and aligning them with broader trends.

Euromonitor's Consumer Lifestyles 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 Overview 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.

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Scope

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Consumer landscape in Malaysia 2024

Personal traits and values

Malaysians feel concerned about the rising costs of essential goods

Older generations prioritise spending time with their closest family

Gen Z is more actively involved in political and social issues

Most Malaysians like to research the products they consume

Millennials feeling the most optimistic about the future

Personal traits and values survey highlights

Home life and leisure time

Baby boomers exercise more regularly than they do chores when at home

In Malaysia, millennials are the generation most active on social media

Gen Z most interested in houses with smart home functionality

Millennials and Gen X most concerned about safety when deciding where to buy a home

Malaysians seek value for money as the main factor when travelling

Home life and leisure time survey highlights

Eating and dietary habits

Younger generations are more aware of their calorie intake

Millennials and Gen X say they do not have time to cook

Younger generations tend to eat snacks while watching TV

Baby boomers most likely to be vegan in Malaysia

Malaysians are willing to pay a premium for food with health and nutritional properties

Eating and dietary habits survey highlights

Working life

Gen Z more interested in workplace benefits than other generations

Malaysian consumers value a strong work-life balance

Millennials are most interested in higher salaries and job security

Malaysian consumers expect flexible working hours above working from home

Working life survey highlights

Health and wellness

Malaysians prefer walking or hiking as a weekly exercise habit

Baby boomers mostly turn to physical activities to alleviate stress

Malaysians prioritise health and nutritional properties in healthy food

Younger generation use health and fitness apps more regularly

Health and wellness survey highlights

Shopping and spending

Baby boomers see value in second hand or previously owned goods

Millennials enjoy window-shopping instead of spending money

Gen Z prefers products with unambiguous labels

In Malaysia, millennials have the strongest preference for locally-sourced goods

Malaysians often donate used items to a charity or non-profit

Millennials most likely to follow and interact with companies on social media

Of all Malaysian consumers, Gen Z most regularly uses a price comparison website

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

Millennials have the most concern about their current financial standing

Shopping and spending survey highlights

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