

## **Malaysia: Consumer Profile**

Market Direction | 2024-11-13 | 45 pages | Euromonitor

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### **Report description:**

High birth rates and immigration sustain Malaysia's youthful demographic, with millennials and Gen Z driving digital and eco-conscious preferences. While a saving culture influences spending, an expanding middle class boosts demand for value-orientated goods. Rising single-person and urban households shape needs for compact, convenient products, while family households fuel demand for family-centric options. The consumer landscape is increasingly tech-integrated and quality-focused.

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Euromonitor's Malaysia: Consumer Profile 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 Economy 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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Ageing household heads drive demand for eldercare and community-based solutions

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High salaries and work-life balance top priorities for millennials, less so for baby boomers

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