Euromonitor International

Consumer Lifestyles in Malaysia

September 2026

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CONSUMER LANDSCAPE

Consumer landscape in Malaysia 2026

PERSONAL TRAITS AND VALUES

Personal traits and values
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Consumers in Malaysia research the products and services they consume
Baby Boomers anticipate having more time for themselves
Personal traits and values survey highlights

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Home life and leisure time
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Consumers in Malaysia enjoy interacting with companions face-to-face
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Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits
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Working life
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Health and wellness
Consumers in Malaysia walk or hike for exercise
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Shopping and spending
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Baby Boomers pick their travel destinations based on the quality of shopping there
Gen Z are open to purchasing used or pre-owned goods
Consumers in Malaysia often buy used or second-hand items

Younger generations often share their shopping activities
Younger generations read consumer reviews online
Malaysians are set to increase spending on education the most
Gen Z are capable of routinely putting away a fraction of their salary
Shopping and spending survey highlights

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