

# **Consumer Types in Malaysia**

July 2023

**Table of Contents** 

### INTRODUCTION TO CONSUMER TYPES

Why segment consumers by type? Breakdown of consumer types in Malaysia

#### SHOPPING HABITS OF CONSUMER TYPES IN MALAYSIA

Who is the Minimalist Seeker? Minimalist Seeker : demographic profile Minimalist Seeker: values and influences Minimalist Seeker: in-store and online shopping motivations Best ways to target the Minimalist Seeker Who is the Conservative Homebody? Conservative Homebody : demographic profile Conservative Homebody: values and influences Conservative Homebody: in-store and online shopping motivations Best ways to target the Conservative Homebody Who is the Cautious Planner? Cautious Planner : demographic profile Cautious Planner: values and influences Cautious Planner: in-store and online shopping motivations Best ways to target the Cautious Planner Who is the Empowered Activist? Empowered Activist : demographic profile Empowered Activist: values and influences Empowered Activist: in-store and online shopping motivations Best ways to target the Empowered Activist Who is the Impulsive Spender? Impulsive Spender : demographic profile Impulsive Spender: values and influences Impulsive Spender: in-store and online shopping motivations Best ways to target the Impulsive Spender Who is the Undaunted Striver? Undaunted Striver : demographic profile Undaunted Striver: values and influences Undaunted Striver: in-store and online shopping motivations Best ways to target the Undaunted Striver Who is the Balanced Optimist? Balanced Optimist : demographic profile Balanced Optimist: values and influences Balanced Optimist: in-store and online shopping motivations Best ways to target the Balanced Optimist

#### DEMOGRAPHIC BREAKDOWN

Age and gender City size and parental status Education Employment (1) Employment (2) Income

#### RESEARCH OVERVIEW

Voice of the Consumer: Lifestyles Survey

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-types-in-malaysia/report.