



# Megatrends in Malaysia

January 2024

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## Scope

The drivers shaping consumer behaviour

### Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

#### Convenience

Pos offers convenience items and a café concept alongside its postal services

Digitisation is helping to simplify everyday tasks

Consumers seek flexibility in all areas of life

A desire to see and touch goods hinders growth of e-commerce

Consumers enjoy the flexibility of online shopping

Convenience drives demand for meal delivery services

#### Digital living

SayHeart launches AI-powered app to help simplify complex health data

Smart devices and e-services gain traction

Consumers are protective of their personal data

Baby Boomers are the most averse to targeted ads

Friends and family are the most trusted information source

More people feel that activities will move offline than online

#### Diversity and inclusion

Starbucks Malaysia opens its third signing store staffed by the deaf and hard of hearing

Baby Boomers are the most keen to share their social/political opinions

Most consumers want to make a positive difference to the world

Malaysians mostly feel comfortable expressing their identity

Shoppers pay more attention to brand values

#### Experience more

Kim Hin Joo revamps Mothercare as an experience store

Malaysians enjoy socialising both online and offline

Safety is the number one priority when choosing a holiday destination

More consumers value real world than online experiences

#### Personalisation

Sometime by Asian Designers offers high-end personalisation

Millennials place importance on self-expression

Consumers enjoy tailored products and experiences

#### Premiumisation

Carlsberg Malaysia partners with Sapporo to advance premiumisation strategy

Most Malaysians want a simpler life

Millennials have the most confidence in their investments

Health properties, quality and comfort are prized product attributes

#### Pursuit of value

Opn Payments integrates Atome's BNPL solution with its online payment platform

Malaysian shoppers remain thrifty

Consumers are worried about rising living costs

Shoppers start to embrace the circular economy

Consumers seek ways to make their money go further

#### Shopper reinvented

TikTok simplifies the shopping experience with new "Shopping Center" feature

Malaysians continue to enjoy window shopping

In-store remains the channel of choice for clothing and appliances

S-commerce is well developed

Gen Z are the most likely to shop via social media channels

Sustainable living

Zcova launches its first sustainable lab-grown diamonds

Consumers are taking a greater interest in ethical issues  
Malaysians are good recyclers  
Reducing plastics use tops the list of green activities  
Consumers are increasingly voting with their feet  
Recyclable packaging is considered the most sustainable  
Wellness  
Fernleaf Protein+ powder milk combines dairy and plant-based proteins  
Massage is Malaysia's traditional antidote to stress  
Malaysians are high consumers of health supplements  
Consumers continue to take precautions in the post-pandemic era  
Leverage the power of megatrends to shape your strategy today

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