



Consumer Lifestyles in Malaysia

December 2022

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Scope

Consumer landscape in Malaysia 2022

Life priorities

Prioritising time to spend with parents well above global average

Time with friends is a lower priority than time for favourite activities

Malaysian consumers want uniquely tailored products and services

Millennials seek curated experiences that are tailored to their tastes

Consumers like to try new products and services from trusted brands

Millennials focus on buying from brands that they can trust completely

Home life

Higher percentage than global average regularly work or play video games at home

All generations highly active virtually, staying connected with friends and family

Smart home functionality appeals to younger generations

Eating habits

Malaysians have a greater preference for takeaway/ready made food and eating out

Consumers focus on health/nutritional benefits and low prices and when shopping for food

Gen X are more inclined to adopt a plant-based menu

Consumers enjoy their snacks while watching TV or streaming

Working life

Earning a high salary is a top priority

Working at home appeals more to middle generations

Millennials want high salaries and job security

Desire for flexible working hours and home working higher than global average

Millennials focused on finding work with flexible working hours

Leisure habits

All generations socialise online more regularly than meeting-up in person

Shopping is still a highly popular leisure activity

Millennials are the most avid leisure shoppers

Consumers focused on domestic holidays in the previous 12 months

Holiday-makers' top priority is finding a place to relax and unwind

Baby boomers more interested in all-inclusive holidays than other generations

Health and wellness

High percentage of Malaysians exercise 1-2 times per week

Walking and running more popular than other exercise routines

Millennials are the most active runners/joggers

Massage was the most popular stress-reduction activity in previous six months

Millennials more engaged in stress-reduction activities than other generations

Sustainable living

Consumers are active in their efforts to have a more positive impact on the planet

Millennials have stronger concerns about climate change

Reducing food waste is a top concern for Millennials

Using sustainable packaging is a priority

35% of Malaysians donate to non-profits and charities that support causes they value

Millennials more likely to share their opinions on social media than other generations

Shopping habits

Malaysians are buying less to afford higher quality products

Visiting shopping malls appeals most to Millennials

Malaysians more influenced by their social media network than their global counterparts

Friends and family recommendations are the most influential for Millennials

Convenience of a subscription service outweighs other benefits

Millennials appreciate the convenience of subscription services far more than other cohorts

Consumers like to visit stores to see and try products before buying

Millennials shop in-store for the benefit of immediate purchase
Consumers generally more motivated to shop online than their global counterparts
Millennials are more motivated to shop online by the offer of free delivery
Spending habits
Low percentage of consumers expect to increase spending on clothing and footwear
Over half expect to increase their savings over the next 12 months
Technology
Less than 30% of consumers freely share personal information online
All generations actively manage their data sharing and privacy settings
Millennials have higher ownership of smart appliances than other cohorts
Ownership of smartwatches and fitness wearables higher than global average
Video gaming is a more regular activity in Malaysia than global average
Millennials more active than other generations on social networks

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