



# Consumer Lifestyles in Malaysia

June 2024

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Consumer landscape in Malaysia 2024

### PERSONAL TRAITS AND VALUES

Personal traits and values

Malaysians feel concerned about the rising costs of essential goods

Older generations prioritise spending time with their closest family

Gen Z is more actively involved in political and social issues

Most Malaysians like to research the products they consume

Millennials feeling the most optimistic about the future

Personal traits and values survey highlights

### HOME LIFE AND LEISURE TIME

Home life and leisure time

Baby boomers exercise more regularly than they do chores when at home

In Malaysia, millennials are the generation most active on social media

Gen Z most interested in houses with smart home functionality

Millennials and Gen X most concerned about safety when deciding where to buy a home

Malaysians seek value for money as the main factor when travelling

Home life and leisure time survey highlights

### EATING AND DIETARY HABITS

Eating and dietary habits

Younger generations are more aware of their calorie intake

Millennials and Gen X say they do not have time to cook

Younger generations tend to eat snacks while watching TV

Baby boomers most likely to be vegan in Malaysia

Malaysians are willing to pay a premium for food with health and nutritional properties

Eating and dietary habits survey highlights

### WORKING LIFE

Working life

Gen Z more interested in workplace benefits than other generations

Malaysian consumers value a strong work-life balance

Millennials are most interested in higher salaries and job security

Malaysian consumers expect flexible working hours above working from home

Working life survey highlights

### HEALTH AND WELLNESS

Health and wellness

Malaysians prefer walking or hiking as a weekly exercise habit

Baby boomers mostly turn to physical activities to alleviate stress

Malaysians prioritise health and nutritional properties in healthy food

Younger generation use health and fitness apps more regularly

Health and wellness survey highlights

### SHOPPING AND SPENDING

Shopping and spending

Baby boomers see value in second hand or previously owned goods

Millennials enjoy window-shopping instead of spending money

Gen Z prefers products with unambiguous labels

In Malaysia, millennials have the strongest preference for locally-sourced goods  
Malaysians often donate used items to a charity or non-profit  
Millennials most likely to follow and interact with companies on social media  
Of all Malaysian consumers, Gen Z most regularly uses a price comparison website  
Consumers expect to increase their spending on health and wellness the most  
Millennials have the most concern about their current financial standing  
Shopping and spending survey highlights

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