



Consumer Values and Behaviour in Malaysia

June 2024

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Scope

HIGHLIGHTS

Consumer values and behaviour in Malaysia

PERSONAL TRAITS AND VALUES

Consumers in Malaysia prioritise taking precautions for health and safety when leaving home

Millennials comfortable with who they are and feel that they are accepted in their society

Consumers carry out in-depth investigation into the products they are familiar with

Millennials ensure they know everything about the goods they are considering buying

Malaysians believe the future will be bright, more so than the global average

Millennials are the most positive and optimistic in their outlook

HOME LIFE

Among home activities, Malaysians choose to connect with friends or family virtually

Safe location is the most appreciated home feature among Malaysian households

COOKING AND EATING HABITS

Malaysians prefer to prepare their own meals

Malaysian consumers assert that they are unable to cook due to their busy schedule

Millennials confirm range of barriers to cooking at home

Healthy ingredients and clear nutrition labels greatest concerns for dietary restrictions

WORKING LIFE

Generation X prioritise maintaining a good work-life balance

Malaysians primarily desire to earn a high salary, especially millennials

Malaysians indicate they wish to uphold a division between their job and private life

LEISURE

Malaysians prefer interacting with their friends virtually

Gen Z consumers most actively involved in monthly leisure activities

Malaysian consumers prioritise best value offerings when travelling

Younger generations expect nature and outdoor activities options when on vacation

HEALTH AND WELLNESS

Weekly running or jogging the most frequent exercise routine

Younger generations leading the pack in weekly running or jogging routines

Massages proving to be the preferred stress-reduction activity for Malaysians

SUSTAINABLE LIVING

Malaysian consumers are feeling uneasy about the effects of climate change

Consumers actively striving for eco-friendly and sustainable habits

Malaysian consumers motivated to utilise packaging that is environmentally sustainable

Malaysian consumers use social and political media to share their views

SHOPPING

Malaysian consumers always on the lookout for a good bargain

Millennials love shopping, from finding bargains to simply browsing

Malaysians strive to live a simple lifestyle

Millennials remain loyal to tried and tested brands

Malaysian consumers fixed to digital platforms for streaming content

SPENDING

Malaysians expect to increase spending on health and wellness

Younger generations intending to increase expenditure on health and wellness offerings

Malaysians are concerned about their financial standing

Millennials feeling the pinch in terms of their current financial position

Millennials anticipated to make the biggest increase in attempts at saving money

TECHNOLOGY

Consumers actively manage data sharing and privacy settings

Baby boomers least concerned about managing their online identity privacy settings

Malaysian consumers utilise platforms for communicating digitally

Millennials most active in updating and frequenting their online profiles

Younger generations most willing to share, write and read reviews on products or services

Consumers interacting by following or liking companies' social media feed or posts

Millennials much more likely to engage with brands online

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