



Euromonitor
International

Consumer Lifestyles in Malaysia

June 2025

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Scope

CONSUMER LANDSCAPE

Consumer landscape in Malaysia 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

Malaysians feel concerned that the cost of everyday items is going up

Time for myself: Most prioritised by younger generations

Consumers in Malaysia believe society accepts their identity

Malaysian consumers carry out in-depth studies on the products and services they consume

Gen Z are the most hopeful that their standard of living will improve

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Among all generations, exercise is most popular home activity for Baby Boomers

Consumers in Malaysia enjoy interacting with friends face to face

Multifunctional space: Most desired home feature for younger generations

Proximity to public transport: More desired external feature by older generations

Malaysians desire maximising the benefits while minimising the cost when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Consumers look for healthy ingredients in food and beverages

Gen X is not likely to prepare meals as they believe they do not cook very well

Gen Z most likely to eat snacks while at work

Gen Z are allergic or intolerant to certain foods

Consumers are willing to pay more for products with health and nutritional properties

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Malaysians prioritise working where employee health and safety is top of mind

Malaysians want to have a job that enables an equilibrium between work and personal life

Millennials seek to work for a good manager

Malaysians would like to work from home

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Malaysians like to walk or hike for exercise

Physical activity most popular stress-reduction measure among Baby Boomers

Health and nutritional properties deemed to be the most influential product feature

Gen Z frequently visit health-related or medical sites

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers strive to live a simple lifestyle

Baby Boomers prefer for spending on premium items, even if it means buying less

Gen X least likely to look for personalised shopping experiences

Older generations say they like to repair items instead of purchasing new ones

Consumers often share/swap items or services

Younger generations often write reviews for products or services

Younger generations read consumer reviews online

Malaysians set to increase spending on health and wellness the most

Gen Z most likely to rely on financial support from friends or family

Shopping and spending survey highlights

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