



Euromonitor
International

Consumer Values and Behaviour in Malaysia

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CONSUMER VALUES AND BEHAVIOURS IN MALAYSIA

Scope

HIGHLIGHTS

Consumer values and behaviour in Malaysia

PERSONAL TRAITS AND VALUES

Malaysians are concerned that the cost of everyday goods are increasing

Older generations emphasize the significance of their spiritual beliefs

Consumers in Malaysia actively research their preferred brands and services

Younger generations demand unique and tailored products and services

Consumers in Malaysia foresee that their current level of happiness will improve

Younger generations expect to work more than they do now

HOME LIFE

At home, consumers connect with friends or family virtually

Safe location remains the most desired home feature

COOKING AND EATING HABITS

Consumers prefer to prepare dishes for themselves

Malaysians say they do not have time to cook

Gen Z say they would rather spend time doing things other than cooking

Malaysians look for healthy ingredients in food and beverages

WORKING LIFE

Gen X expect to have a job within a short distance from their residence

Malaysians primarily desire to earn a high salary

Malaysians say they maintain a clear separation between their professional and personal life

LEISURE

Consumers engage in online social activities

Gen Z frequently take a class or attend a lecture in-person

Malaysians prioritise getting the most value for money when travelling

Older generations expect safe destination options when on vacation

HEALTH AND WELLNESS

Malaysians engage in walking or hiking

Baby Boomers most active in participating in walking or hiking as weekly exercise

Consumers are interested in massages to improve wellbeing

SUSTAINABLE LIVING

Malaysians are feeling uneasy about the effects of climate change

Consumers actively engaged in adopting more sustainable behaviors

Malaysians demand packaging that is sustainable and environmentally conscious

Malaysians use social and political media to share their views

SHOPPING

Malaysians like to find bargains

Older generations supports locally-sourced goods and services

Consumers try to lead a minimalist lifestyle and do not buy new items unless necessary

Millennials search for products that feature labels that are straightforward

Malaysians subscribe to streaming platforms on the internet

SPENDING

Consumers set to increase spending on health and wellness
Gen Z set to increase spending on health and wellness the most
Consumers in Malaysia show apprehension regarding their current financial condition
Baby Boomers are in a comfortable position with regards to their financial standing
Saving remains top priority amongst Malaysian consumers

TECHNOLOGY

Consumers are proactive in managing data sharing and privacy settings
Younger generations prefer to communicate via the internet
Consumers in Malaysia employ messaging or communication applications
Older generations regularly employ messaging or communication applications
Gen Z actively write reviews for the goods and services they use
Malaysians show support for companies by following their social media updates
Younger generations share or retweet products

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