



Malaysia: Consumer Profile

July 2026

Table of Contents

INTRODUCTION

Scope
Key findings
Key drivers affecting consumers in Malaysia in 2025
How developments today shape the consumer of tomorrow

POPULATION AND SOCIETY

Today 2025: Millennials lead a young population of 34.4 million
Youthful population grows amid immigration and moderate birth rates
Diabetes and cholesterol stay above the regional norm
Tomorrow 2040: 65+ cohort nearly doubles as the population ages
Gen Z overtakes Millennials as the largest cohort by 2040
Kuala Lumpur leads urbanisation heading past 85%
Opportunities for growth

POPULATION AND SOCIETY

Case study: EPF reforms confront a fast-ageing society

HOUSEHOLDS AND HOMES

Today 2025: Households pass 9.3 million as families stay dominant
Apartments house the majority as ownership remains high
Evolving housing preferences favour smaller, well-located homes
Tomorrow 2040: Despite single person growth, households with children will remain dominant
Ageing household heads drive demand for eldercare and retirement finance solutions
Near-universal connectivity supports smart-home, digital-service and cashless propositions
Opportunities for growth
Case study: Touch 'n Go anchors the cashless household

INCOME AND EXPENDITURE

Today 2025: Steady growth with middle class representing quarter of Malaysian households
Transport and hospitality costs are the main driver of modest consumer price increases
Baby Boomers lead in financial optimism with wider increased spending on education
Tomorrow 2040: An expanding middle class trades up selectively
Rising disposable income among 35-39-year-olds to drive luxury consumption
Consumer spending reaches USD560 billion by 2040
Opportunities for growth
Case study: Targeted subsidies reset household budgets

LIFESTYLES

Key findings consumer survey
Millennials lead willingness to pay for quality
Price-led shopping fuels marketplaces and live commerce
Sustainability values meet cost-conscious limits
Malaysians demonstrate financial prudence and resilience
High salaries and work-life balance top priorities for both Millennials and Gen Z
Opportunities for growth
Case study: TikTok Shop scales live-commerce value shopping

CONCLUSION

Key takeaways

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