

Malaysia in 2040: The Future Demographic

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Abstracts

Swift population expansion in Malaysia in 2021-2040 will be mainly driven by natural increase, though positive net migration after 2022 will also contribute. Ageing will be a key theme, affecting consumer trends and putting further pressure on the healthcare system. Malaysia's appeal as a consumer market should escalate in the future as its populace surges, and the country becomes increasingly affluent and urbanised.

Euromonitor's Malaysia in 2040: The Future Demographic report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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