

Megatrends in Malaysia

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Abstracts

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's 10 focus megatrends and insights as to how each trend has manifested in Malaysia.

Euromonitor's Megatrends in Malaysia 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.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Megatrends market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research

reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Scope

The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Convenience

Pos offers convenience items and a caf? concept alongside its postal services

Digitisation is helping to simplify everyday tasks

Consumers seek flexibility in all areas of life

A desire to see and touch goods hinders growth of e-commerce

Consumers enjoy the flexibility of online shopping

Convenience drives demand for meal delivery services

Digital living

SayHeart launches AI-powered app to help simplify complex health data

Smart devices and e-services gain traction

Consumers are protective of their personal data

Baby Boomers are the most averse to targeted ads

Friends and family are the most trusted information source

More people feel that activities will move offline than online

Diversity and inclusion

Starbucks Malaysia opens its third signing store staffed by the deaf and hard of hearing

Baby Boomers are the most keen to share their social/political opinions

Most consumers want to make a positive difference to the world

Malaysians mostly feel comfortable expressing their identity

Shoppers pay more attention to brand values

Experience more

Kim Hin Joo revamps Mothercare as an experience store

Malaysians enjoy socialising both online and offline

Safety is the number one priority when choosing a holiday destination

More consumers value real world than online experiences

Personalisation

Sometime by Asian Designers offers high-end personalisation

Millennials place importance on self-expression

Consumers enjoy tailored products and experiences

Premiumisation

Carlsberg Malaysia partners with Sapporo to advance premiumisation strategy

Most Malaysians want a simpler life

Millennials have the most confidence in their investments

Health properties, quality and comfort are prized product attributes

Pursuit of value

Opn Payments integrates Atome's BNPL solution with its online payment platform

Malaysian shoppers remain thrifty

Consumers are worried about rising living costs

Shoppers start to embrace the circular economy

Consumers seek ways to make their money go further

Shopper reinvented

TikTok simplifies the shopping experience with new "Shopping Center " feature

Malaysians continue to enjoy window shopping

In-store remains the channel of choice for clothing and appliances

S-commerce is well developed

Gen Z are the most likely to shop via social media channels

Sustainable living

Zcova launches its first sustainable lab-grown diamonds

Consumers are taking a greater interest in ethical issues

Malaysians are good recyclers

Reducing plastics use tops the list of green activities

Consumers are increasingly voting with their feet

Recyclable packaging is considered the most sustainable

Wellness

Fernleaf Protein+ powder milk combines dairy and plant-based proteins

Massage is Malaysia's traditional antidote to stress

Malaysians are high consumers of health supplements

Consumers continue to take precautions in the post-pandemic era

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