



# Johor Bahru in Malaysia

October 2024

Table of Contents

## HEADLINES

### CITY SCORECARD

Chart 1 - Johor Bahru City Scorecard Rankings Among 240 Asia Pacific Cities

### CITY SCORECARD REGIONAL AND COUNTRY RANKINGS

Summary 1 - City Scorecard Compared to and 2023

### POPULATION

Chart 2 - Key Johor Bahru Population Indicators Compared to Malaysia and Asia Pacific 2023

Chart 3 - Johor Bahru Population Growth Compared to Malaysia and Asia Pacific 2018-2028

Chart 4 - Johor Bahru Growth Index of Population Aged 0-14, 15-64 and 65+ Year-Olds 2018-2028

Chart 5 - Johor Bahru Population by Age and Sex 2023

### CONSUMER EXPENDITURE

Chart 6 - Johor Bahru Consumer Expenditure per Capita Compared to Malaysia and Asia Pacific 2018-2028

Chart 7 - Johor Bahru Consumer Expenditure Structure 2023

### DIGITAL CONSUMER

Chart 8 - Key Johor Bahru Digital Consumer Statistics Compared to Malaysia and Asia Pacific 2023

Chart 9 - Digital Consumer Historic Growth and Forecasts in Johor Bahru 2018-2028

### WEALTH

Chart 10 - Johor Bahru Disposable Income per Household Compared to Malaysia and Asia Pacific 2018-2028

Chart 11 - Number of Households by Disposable Income Band in Johor Bahru 2018/2023/2028

Chart 12 - Wealthy Consumers: Number of Households with Disposable Income Over USD150,000 in Johor Bahru: 2018-2028

### POSSESSION OF HOUSEHOLD DURABLES

Chart 13 - Johor Bahru Household Possession of Kitchen Durables Compared to Malaysia and Asia Pacific 2023: % of Households

Chart 14 - Johor Bahru Possession of Entertainment Electronics Compared to Malaysia and Asia Pacific 2023: % of Households

Chart 15 - Johor Bahru Household Possession of Other Durables Compared to Malaysia and Asia Pacific 2023: % of Households

### ECONOMY

Chart 16 - Johor Bahru GDP per Capita Compared to Malaysia and Asia Pacific 2018-2028

Chart 17 - Johor Bahru Real GDP Growth Compared to Malaysia and Asia Pacific 2018-2028

Chart 18 - Johor Bahru Inflation Compared to Malaysia and Asia Pacific 2018-2028

### LABOUR

Chart 19 - Johor Bahru Labour Indicators Compared to Malaysia and Asia Pacific 2023

Chart 20 - Economically Active Population and Unemployment Rate in Johor Bahru 2018-2023

Chart 21 - Johor Bahru Labour Productivity Compared to Malaysia and Asia Pacific 2018-2023

### TRANSPORT

Chart 22 - Number of Airport Passengers in Johor Bahru 2018-2023

Chart 23 - Automotive Circulation in Johor Bahru 2018-2023

Chart 24 - Johor Bahru Transport Possession Compared to Malaysia and Asia Pacific 2023: % of Households

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/johor-bahru-in-malaysia/report](http://www.euromonitor.com/johor-bahru-in-malaysia/report).