



**Euromonitor  
International**

# Consumer Values and Behaviour in Malaysia

June 2025

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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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