

SURVEYED DURING WEEK 3 OF THE HORMUZ CRISIS

The world's biggest oil crisis just started. Malaysia's #1 fear? Food & groceries.

1,042 Malaysians told us what they're worried about, cutting, and doing — and it contradicts the headlines.

\$126

Brent crude peak
(8 Mar 2026)

20%

of global oil supply
cut off by Hormuz

RM1.99

RON95 held flat for
Malaysians (BUDI95)

1.4%

Official inflation
(CPI, Feb 2026)

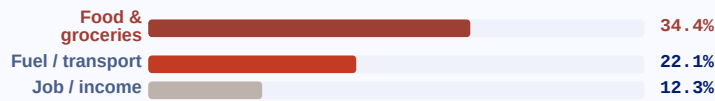
7.83/10

Felt concern score
(MCPPI Wave 1)

The subsidy shields the receipt. It doesn't shield the psyche. Consumer anxiety is at near-crisis levels even though the pump price hasn't moved.

01 - THE WORRY INVERSION

Oil dominates headlines. Food dominates households.

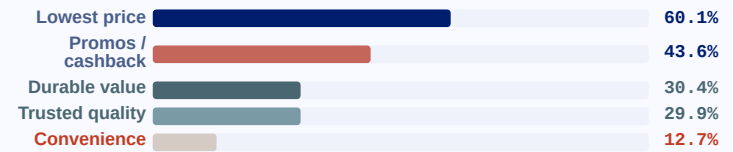


86% own a car or motorcycle — fuel is personal. But food leads by 12pts.
Nobody is subsidising chicken or cooking oil.

MCPPI Q5, P11 - DOSM Feb 2026

02 - THE WASTE FEAR

Not hunting bargains. Terrified of wasting money.



Value and quality each rival promos as a driver. It's "I can't afford to get it wrong" — not "find me the cheapest." Convenience ranks dead last.

MCPPI Q10 (multi-select, n=1,042)

03 - CONTROL BEFORE CREDIT

6.5M BNPL accounts. Under stress, only 4% reach for it.

89% self-regulate before credit vs **8.8%** reach for any credit

46.9% cut spend

16.7% earn more

4.0% BNPL

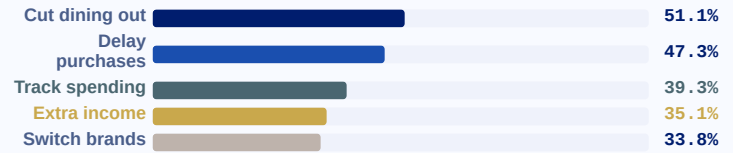
2.3% credit card

They don't want a loan. They want help not needing one. That's a product philosophy, not a feature request.

MCPPI Q9 - MY Fintech Report 2025

04 - THE SELF-RESCUE ECONOMY

3.3 coping actions per person. Not panic — a programme.



39% want to track spending. 96% use e-wallets. They can pay digitally — they can't see where money goes. Product gap, not behaviour gap.

MCPPI Q8 (mean=3.3) - RFI Global 2025

What This Means For Your Industry — 6 Actions The Data Demands

BANKING

Launch a cost-pressure dashboard inside your app. Auto-categorise transactions, show week-on-week grocery and fuel trends, trigger alerts when a category spikes. Position savings pots as bill-shock buffers. The first bank to make household cash-flow visible wins the primary relationship.

FOOD DELIVERY / RIDE-HAILING

Make saver delivery the default checkout — not an opt-in. Re-rank merchant listings by value-for-money, not speed. Surface halal and local-seller filters prominently: identity (17.3%) outranks convenience (12.7%) as a choice driver when wallets tighten.

QSR / FAST FOOD

Create a fixed-price "family night" bundle (e.g. RM29.90 for 4 pax), pushed via app on Thursday and Friday. 53% are cutting dining out, but 27% plan to spend more — give the second group a predictable, guilt-free price point. Give the first group a time-limited reason to come back.

FMCG / GROCERY

Launch "same quality, smarter size" SKUs under RM5. Run cost-per-serving shelf labels. 34% plan to switch to cheaper brands within 4 weeks — brands that make the value math visible will hold share. Those that don't will lose it to store brands this quarter.

TELCO

Bundle non-telco utility into current plans — grocery cashback on bill-pay day, petrol discount codes triggered by reload, or a "savings earned" SMS each month. The ARPU ceiling won't break with more data. It breaks with more reasons to stay.

OIL & GAS / PETROL RETAIL

Turn every fuel transaction into a savings event — auto-round-up to a savings pot via loyalty app, stack points across fuel + convenience store + car wash. Run "fill-up Friday" flash rewards to shift visits to off-peak. The forecourt that feels like a savings ritual wins the weekly visit.

This is what Malaysians told us in March 2026. The world won't stand still.
Wave 2 is coming. Will sentiment shift — or will these patterns hold?

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