

Online Shopping in Malaysia 2022

49% of Malaysians reported a decrease in the frequency of visits to physical shops – moving their shopping to online platforms.



Introduction

- Since the COVID-19 pandemic almost two years ago, there have been many restrictions from the lockdown policy, forcing people to change their lifestyles.
- One of the main changes we saw was behaviors for online shopping. Even though online shopping or e-commerce has been around for a long time, the growth rate has increased significantly from the pandemic.
- As such, Rakuten Insight wanted to discover how Malaysians have evolved regarding online purchases and food delivery services.



Survey Methodology & Demographics

Target

Male and Female, aged 18+

Markets

 Malaysia, n = 1,046

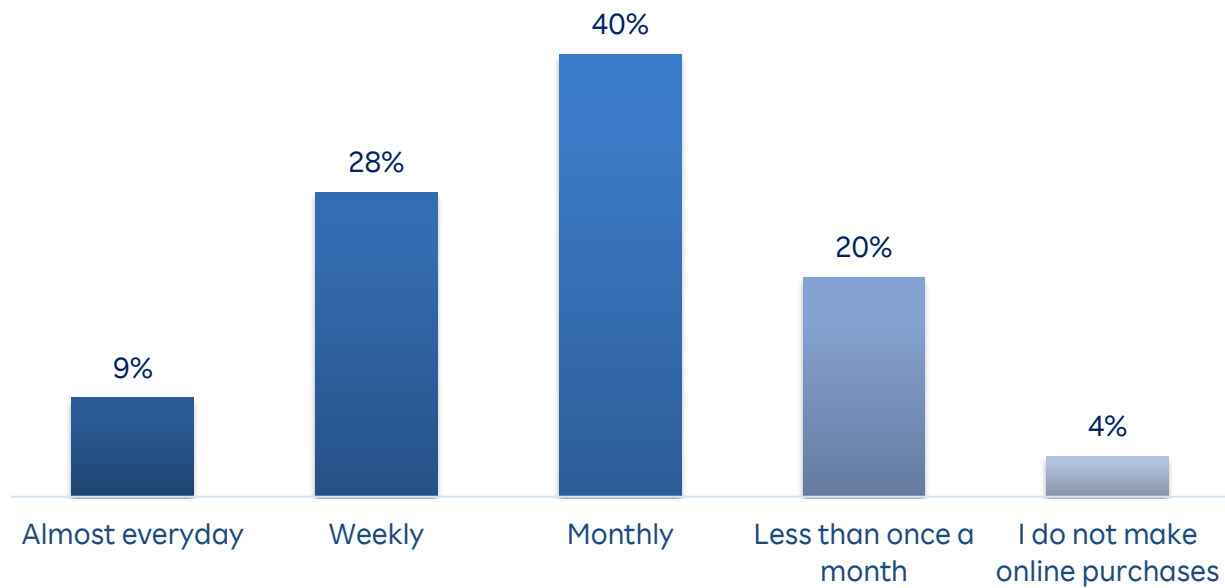
Timing

November 2022

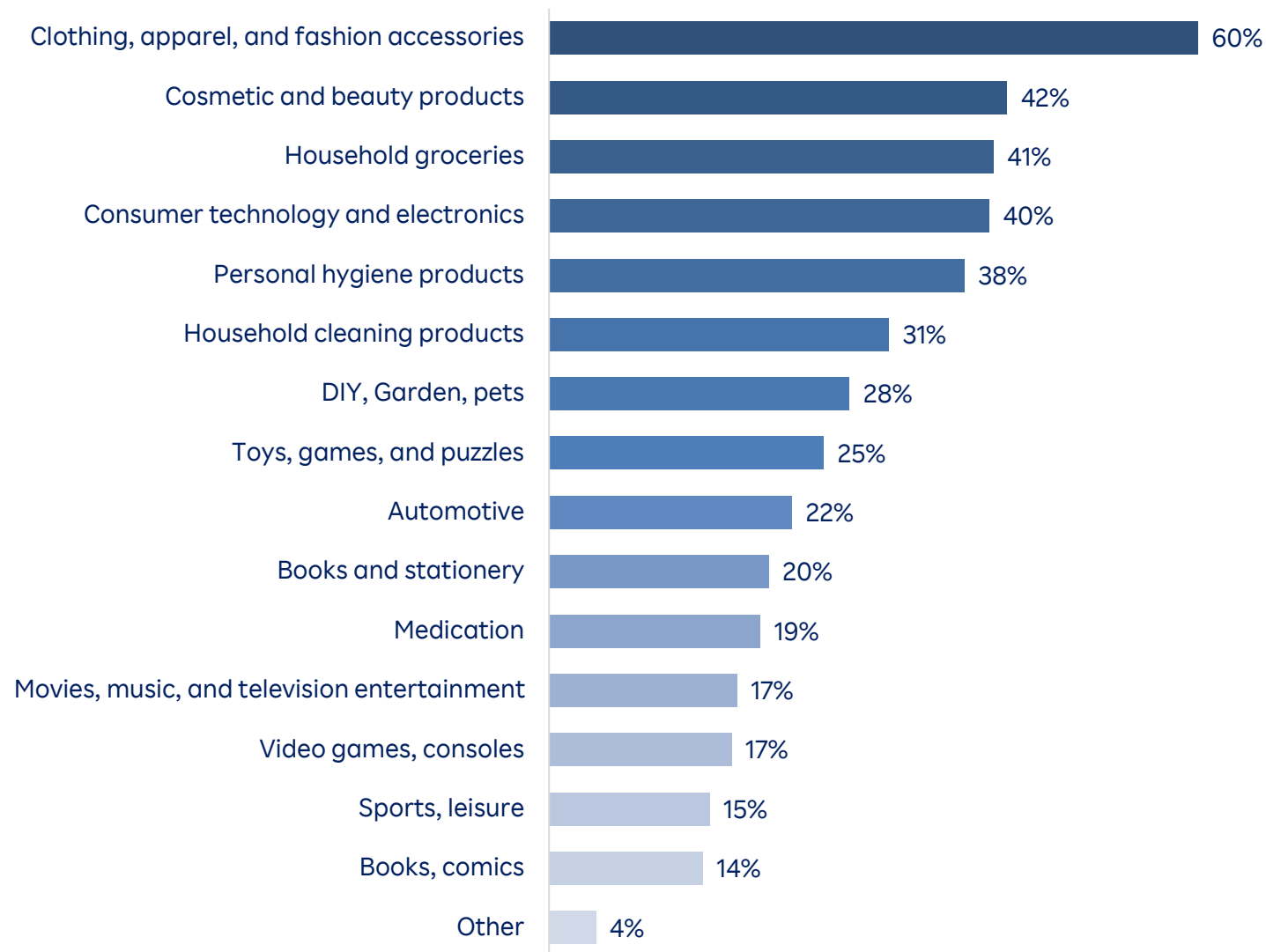


Online Purchase

77% of Malaysians make online purchases at least once a month with 37% purchasing at least once a week.



Online Purchase - Categories in the Past 1 Month



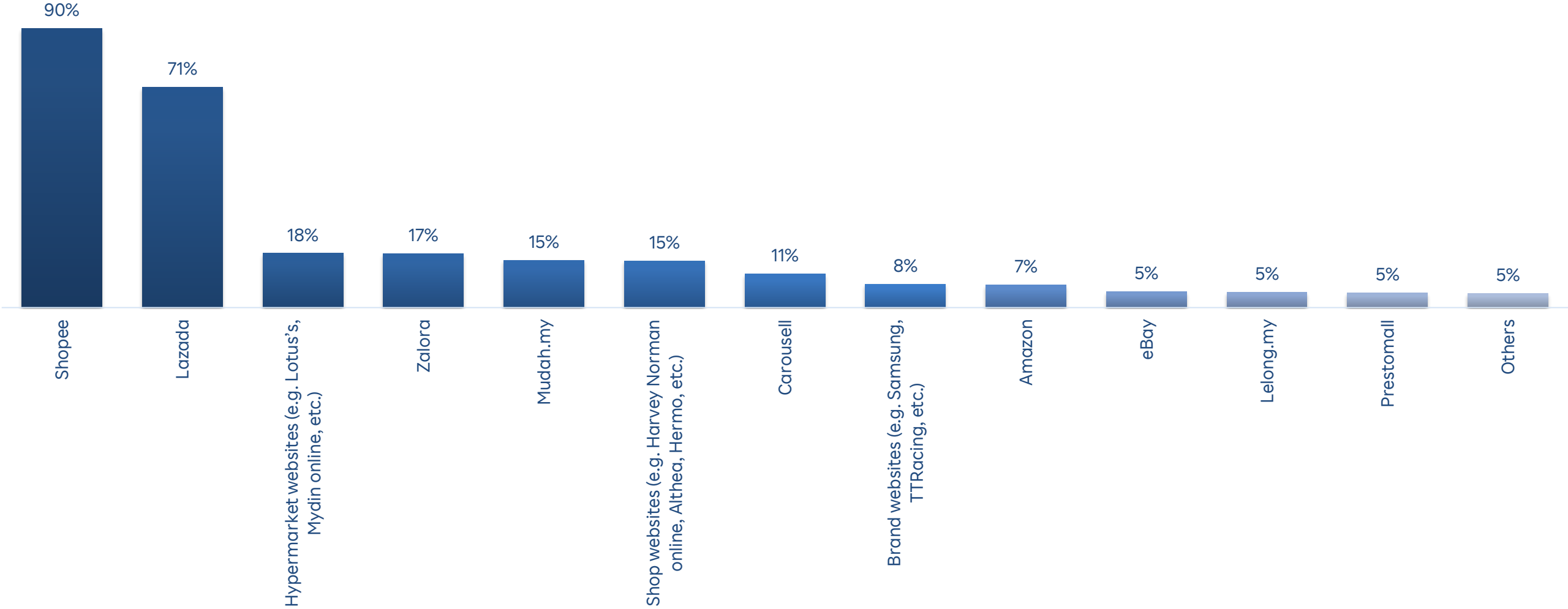
Malaysians purchased Clothing, apparel, and fashion accessories (60%) online the most in the past month. This is followed by Cosmetic and beauty products (42%), Household groceries (41%), Consumer technology (40%), and Personal hygiene products (38%).

Other responses include:

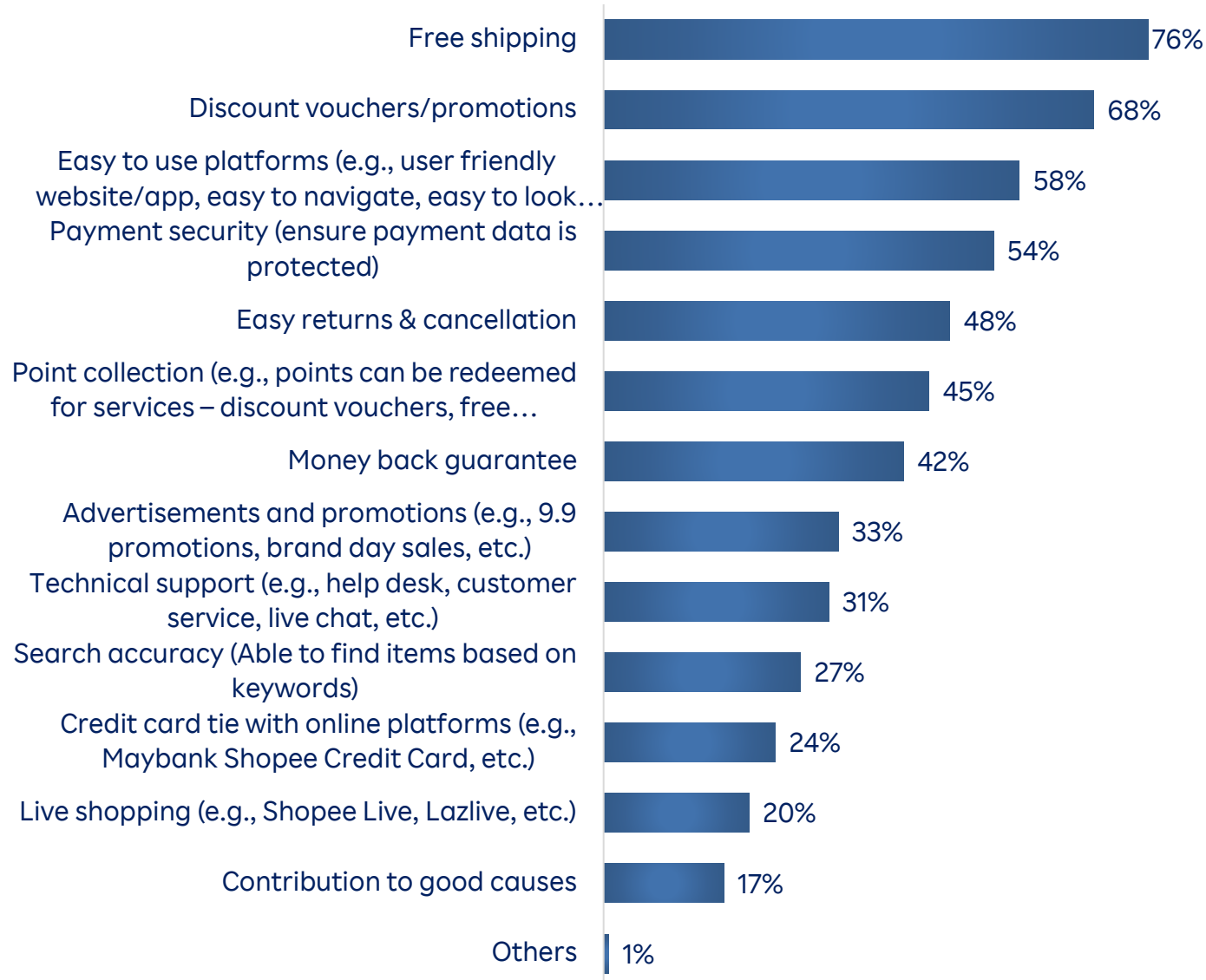
- Supplementary food
- Snacks
- Food
- Alcohol
- Furniture & Decoration
- Babies' products
- Trading & Investment
- Vouchers

Online Purchase – Preferred Platforms

Shopee (90%) and Lazada (71%) are Malaysians' top preferences for online shopping. Other online platforms trail behind.



Online Purchase – Important Factors for Choice of Platforms

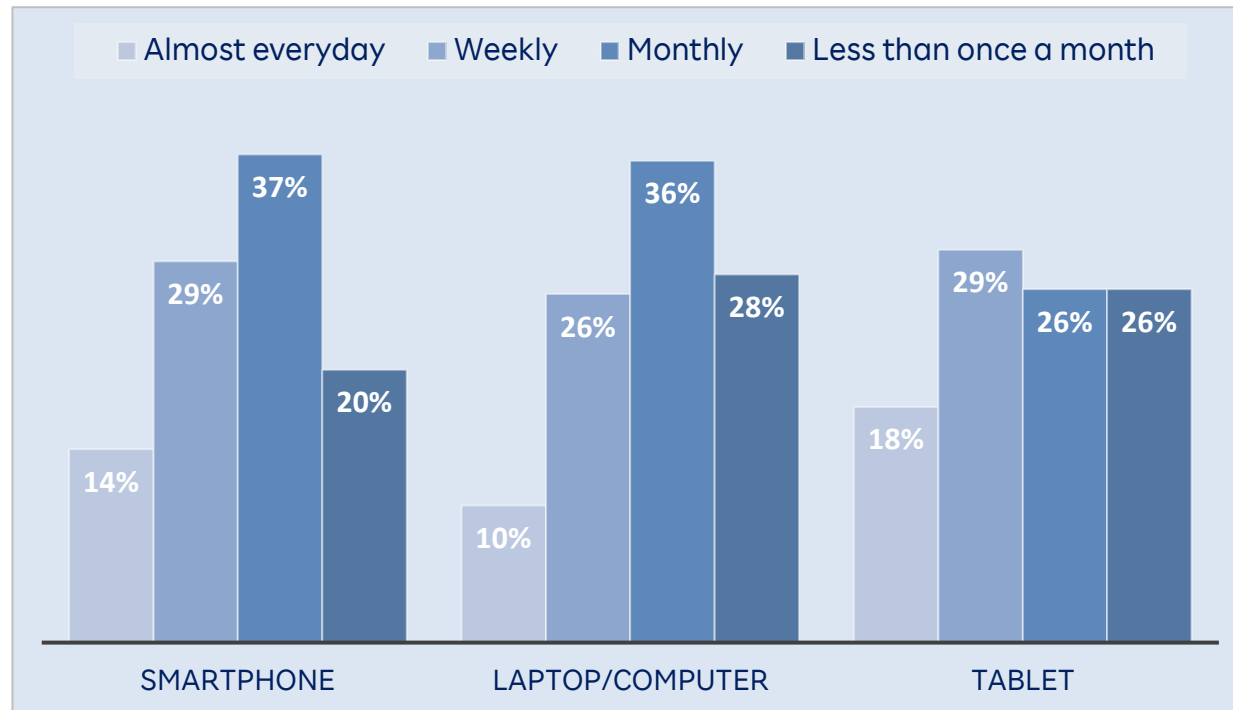


The main factor Malaysians look for when it comes to online platforms are Free shipping (76%), Discount vouchers (68%), Easy to use platforms (58%), and Payment security (54%)

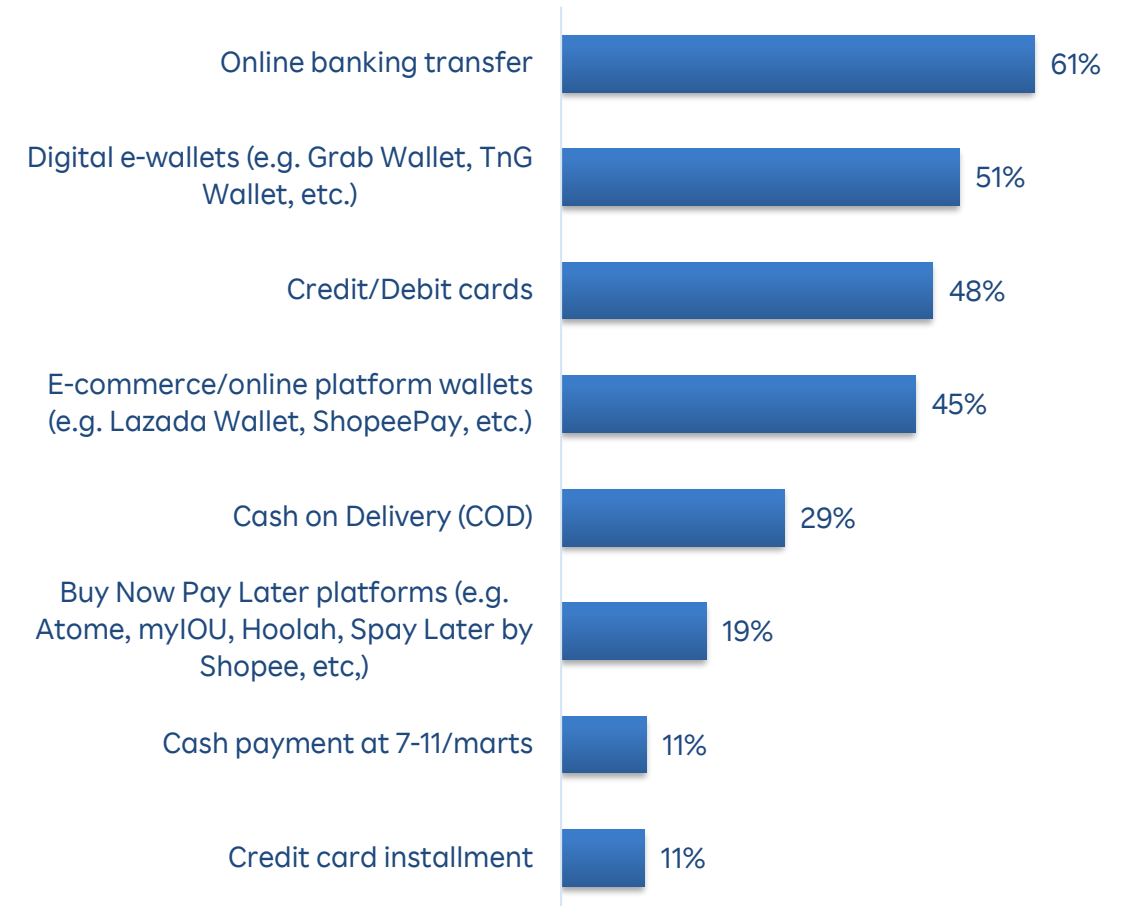
The other responses mentioned include quality of products, reviews, time-saving, and installment service.

Online Purchase – Device Used and Payment Methods

93% of Malaysians make online purchases via smartphones, while 34% use laptops/computers, and 14% use tablets. The frequency of use for each device is as below:

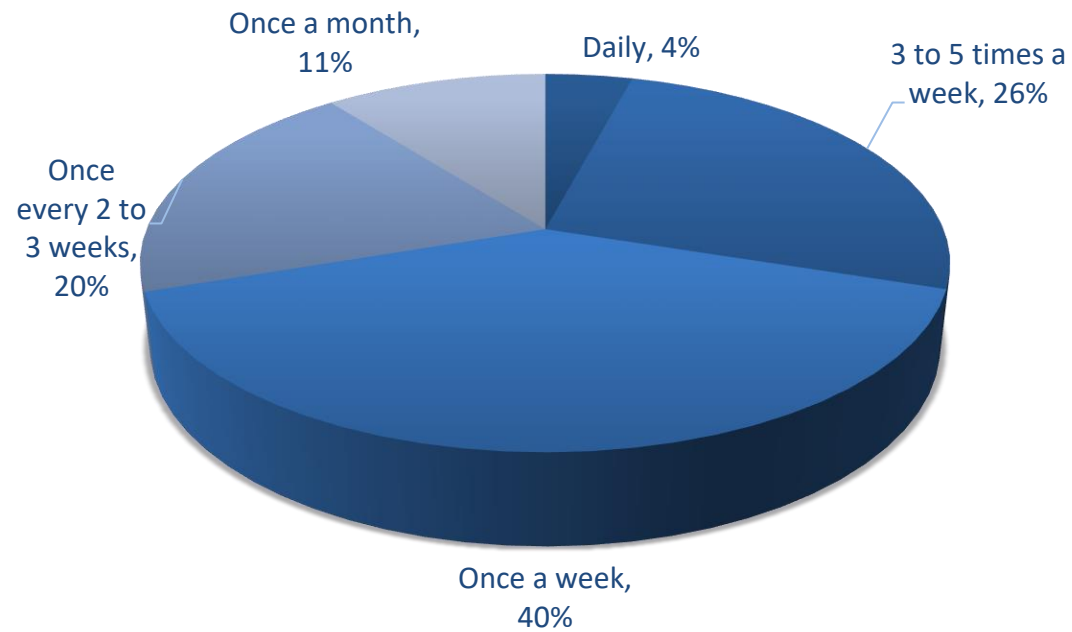


The most preferred choice of payment is via Online banking transfer (61%), followed by Digital e-wallets (51%), Credit/debit cards (48%), and E-commerce/online platform wallets (45%).



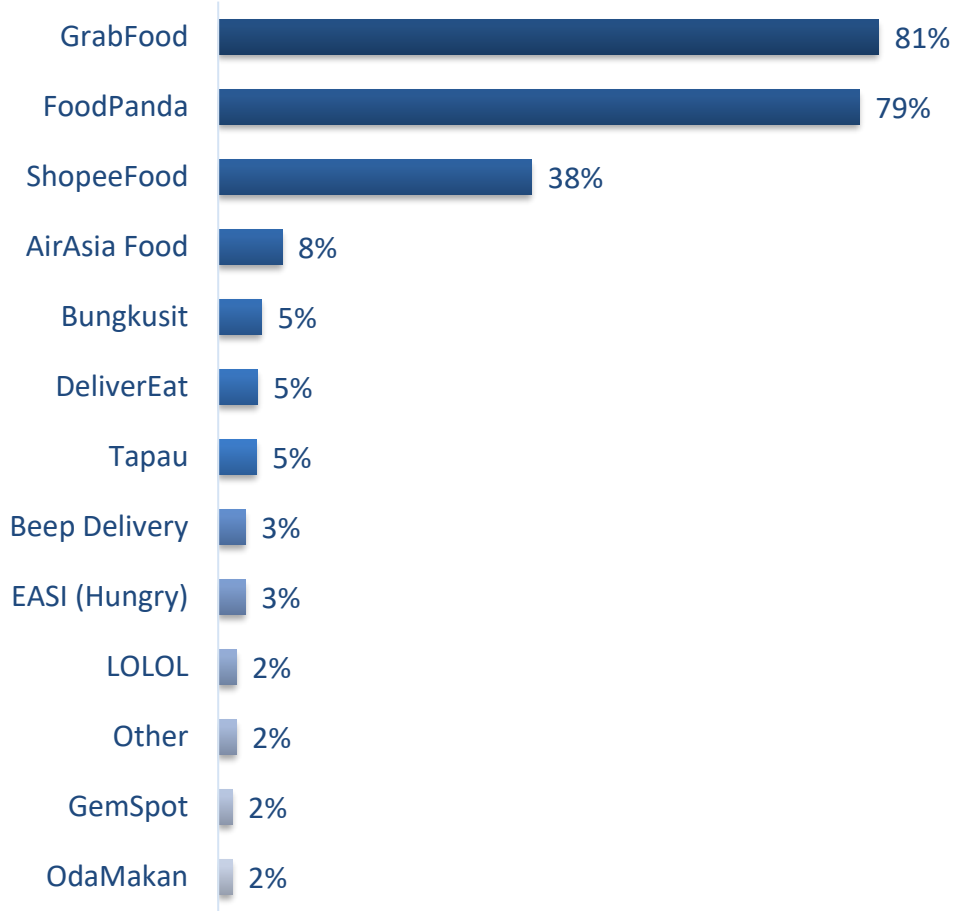
Groceries and Purchase Frequency

89% of Malaysians shop for groceries. 70% of them shop for groceries at least once a week.



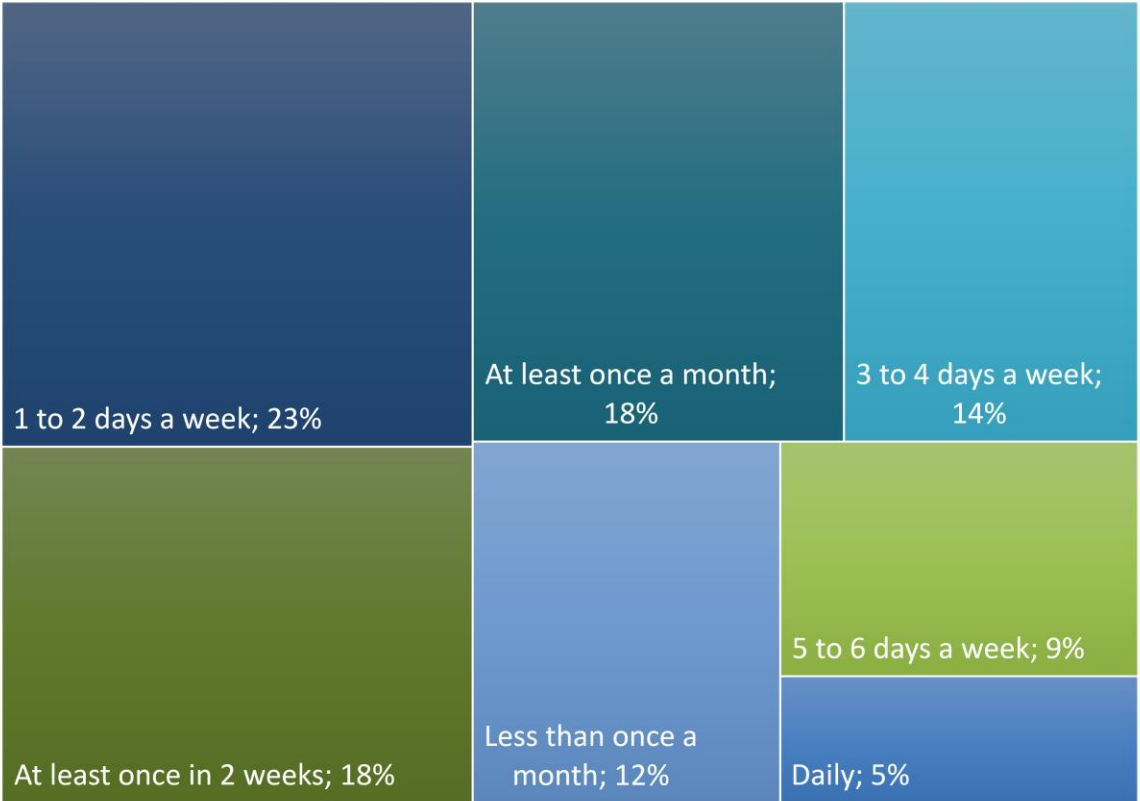
Food Delivery Behavior

77% of Malaysians order food via delivery apps. The top food delivery app used by Malaysians are GrabFood (81%), FoodPanda (79%), and ShopeeFood (38%).



Overall, 51% of Malaysians use food delivery services at least once a week.

23% of consumers use food delivery service 1 – 2 days a week, while 18% use the service at least once a month and once in 2 weeks.



About Rakuten Insight

As Asia's trusted research partner, Rakuten Insight has remained at the forefront of consumer market research data collection in the region for over 20 years.

Our online panels have been developed throughout 12 major Asian markets, all of which are managed by dedicated local support teams and meet the highest standard of the industry. The team at Rakuten Insight offers 24-hour coverage from 11 worldwide locations, providing exceptional service for our over 500 clients across the globe.

Rakuten Insight is tasked with leveraging the group membership assets of Rakuten for market research purposes. Having access to such a diverse and unique group of research participants allows Rakuten Insight to remain at the forefront of online research in the region.



Japan (JP)
2,200,000



China (CN)
3,700,000



Taiwan (TW)
270,000



Hong Kong (HK)
110,000



Thailand (TH)
750,000



Malaysia (MY)
480,000



Vietnam (VN)
550,000



India (IN)
1,600,000



South Korea (KR)
680,000



Indonesia (ID)
1,100,000



Singapore (SG)
115,000



Philippines (PH)
570,000

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