
Wellness Report in Malaysia

How mental and physical health of Malaysians have changed after the COVID-19 pandemic?

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Introduction

- Rakuten Insight is concerned about mental and physical health of Malaysians after the COVID-19 pandemic which has been around since 2019.
- Surveys conducted by Rakuten Insight using their proprietary panels has shown that the consumers are being impacted by COVID-19 and as such it is critical to know your consumer in these times.
- As such, Rakuten Insight would like to explore more about the current aspects of wellness in Malaysia.



Wellness in Malaysia

Life priorities have changed

Nearly 2 years after the pandemic, 80% of Malaysians have felt changes in their life priorities. Here are some examples of how their life priorities have changed:



They are concerned more about the following:

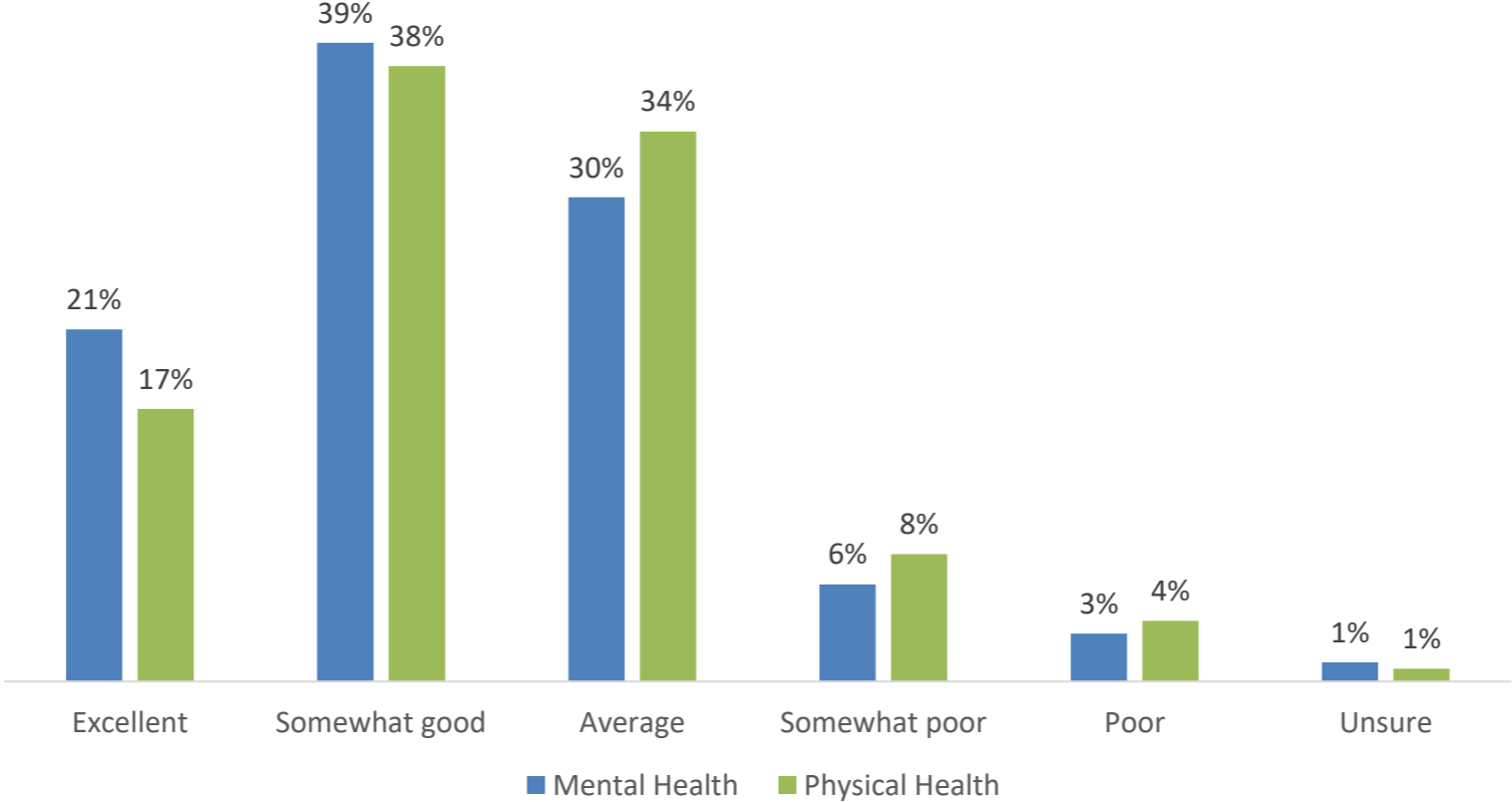
- Hygiene
- Mental and physical health
- Family relationships
- Taking extra care when visiting crowded places
- Spending money (spend less and save more)

They started to be interested in the following:

- Exercise and healthy food
- Having a proper financial and work plan
- Running errands on online channels more

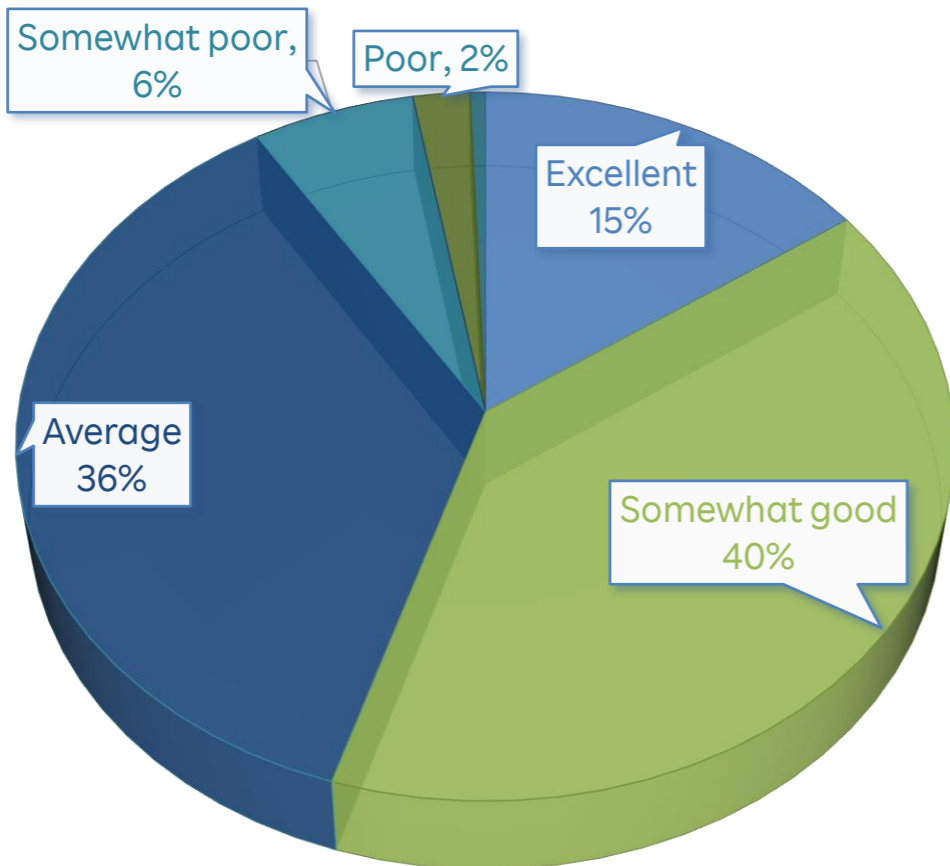
Importance and Quality of Mental and Physical Health

We also saw an increase in importance for both mental (83%) and physical (81%) health. Currently, as many as 38% of Malaysians report their mental health to be average and below while 45% report their physical health to be average and below as well.



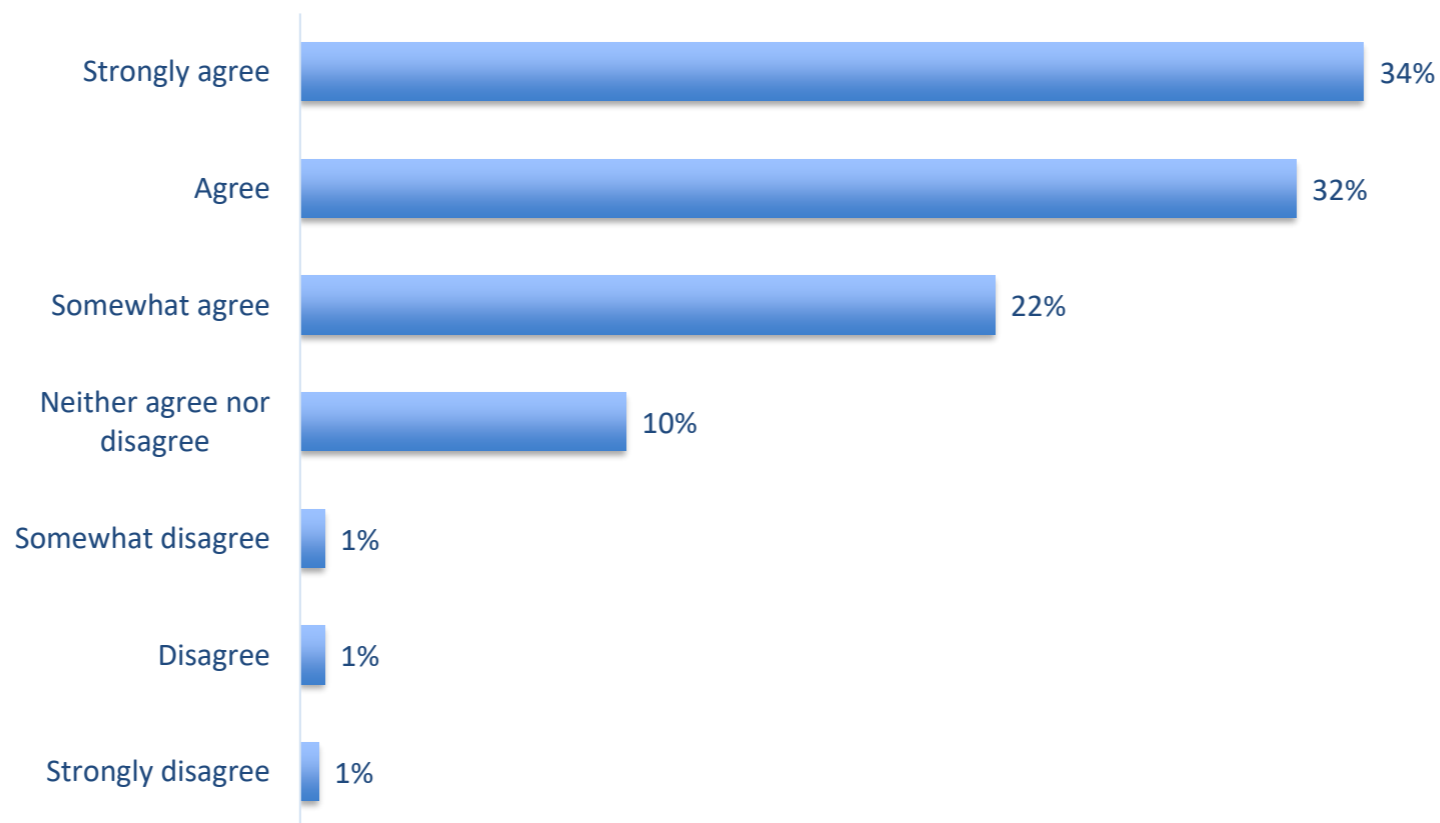
Quality of Malaysians' Lives

45% of Malaysians also rated their quality of life as average and below.



The Increase in Cost of Living

One of the reasons affecting Malaysians is the increase in cost of living. As many as 87% of Malaysians agreed that the increased cost of living after the pandemic affected their life.



How do Malaysians adjust to the increased cost of living?

Due to the increased cost of living after the pandemic, many Malaysians have resorted to multiple ways to manage ever-rising costs:

77%

Reduce expenses

34%

Increase income by working more than 1 job

19%

Invest more

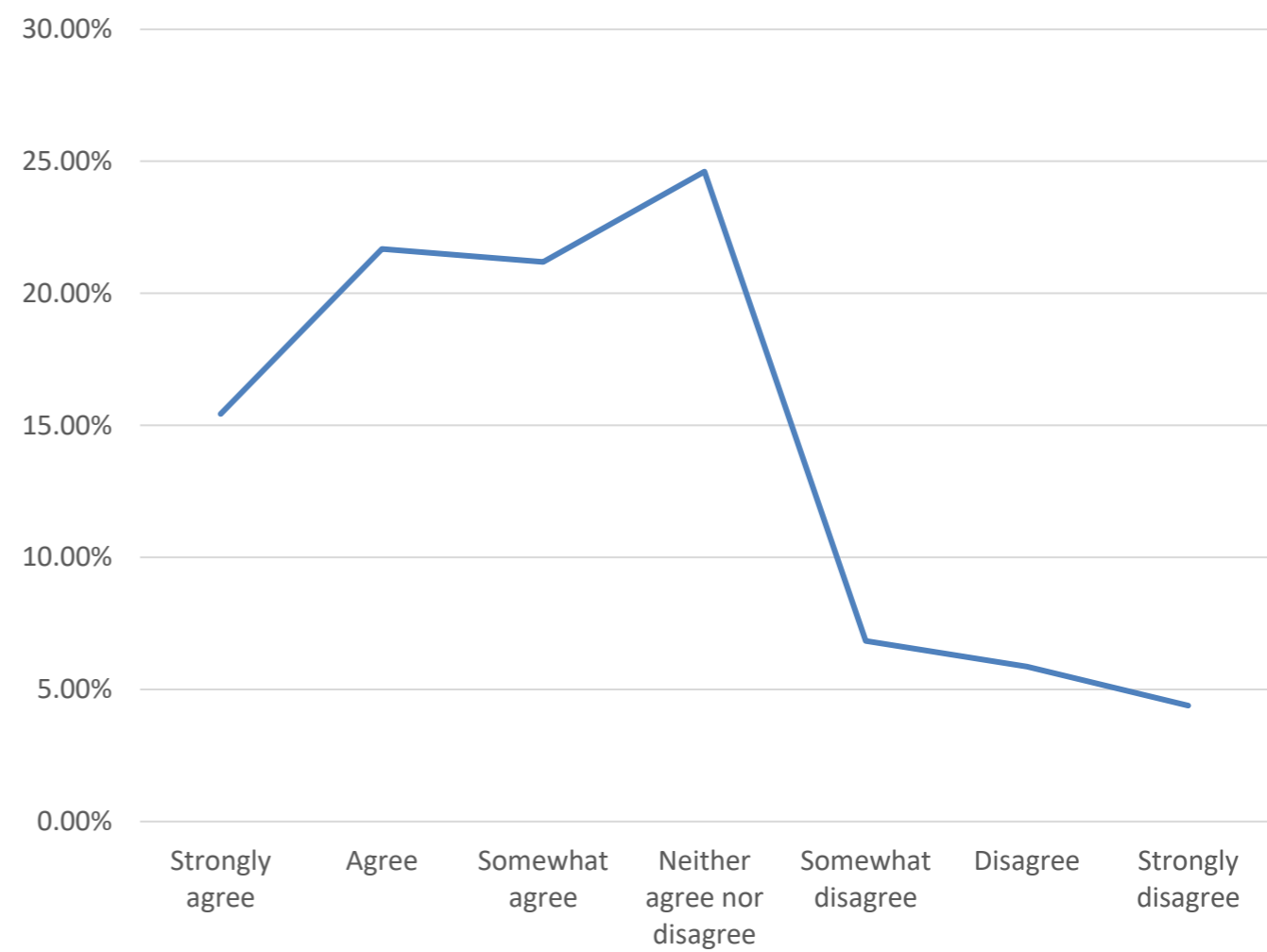
9% Sell their asset

6% Get loan



On top of worrying and managing their ever-rising cost of living, 53% of Malaysians also worry about the possibility of an impending recession in the next few months.

58% of Malaysians agreed that the current economic situation affects relationships within their families.



The current economic situation and family relationships



6 Ways to Take Care of your Mental Health and Well-being





1. Talk to someone you trust

2. Look after your physical health

3. Do activities that you enjoy

4. Steer away from harmful substances

5. Take two minutes to focus on the world around you

6. Seek professional help

About the survey

The survey was conducted online using Rakuten Insight proprietary panels with 1,046 respondents in Malaysia.

Target

- Male and Female, aged 18+
- Total respondents: 1,046

Location

 Malaysia (nationwide)

Timing

November 2022



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



Taiwan (TW)
120,000



Thailand (TH)
550,000



Vietnam (VN)
300,000



South Korea (KR)
640,000



Singapore (SG)
80,000



China (CN)
3,204,500



Hong Kong (HK)
52,000



Malaysia (MY)
196,000



India (IN)
650,000



Indonesia (ID)
550,000



Philippines (PH)
315,000

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