



# A focus on Malaysia

We've surveyed 12,000 shoppers across 24 countries to give you insight into what shoppers want from online retailers in 2024.

To help you understand how consumers in different countries shop online, we've created a series of Country Reports.

In this report, we uncover what's important to online shoppers in Malaysia. We explore what (and how) they buy online, their delivery and returns preferences and where they are buying from.

**Whether you already sell to Malaysia or are considering doing so, these insights can help you expand into this market.**

**Key**

- ↑ = Higher than global average
- = Same as global average
- ↓ = Lower than global average

🔍 2024 Online Shopper Trends



To find out more about the data used in this report, [click here](#)

## What does Malaysia buy online?

Shoppers in Malaysia are actively searching for their next purchase – **88% browse online at least once a week**. 65% make a purchase at least once a week, and 28% do so two to three times a week. When they do click 'buy now', what products do they buy most often?

62% ↓



**Clothing and footwear**

39% ↑



**Household appliances**

39% ↑



**Food and beverages**



**Two in five Malaysian consumers have an online shopping subscription.** Of these, 56% subscribe to beauty products and 54% to clothing.

### How does Malaysia shop online?

Malaysian shoppers are active on social media.



**83%** ↑

use social media for shopping inspiration.



**80%** ↑

have made a purchase on a social platform.

TikTok is very popular in this market



**60%** ↑

have bought something from TikTok.

### Spending habits of Malaysian shoppers

**28%** ↑

prefer to pay via bank transfer, higher than the global average of 12%.

**72%** ↑

have abandoned their basket when not offered their preferred payment option.

**65%**

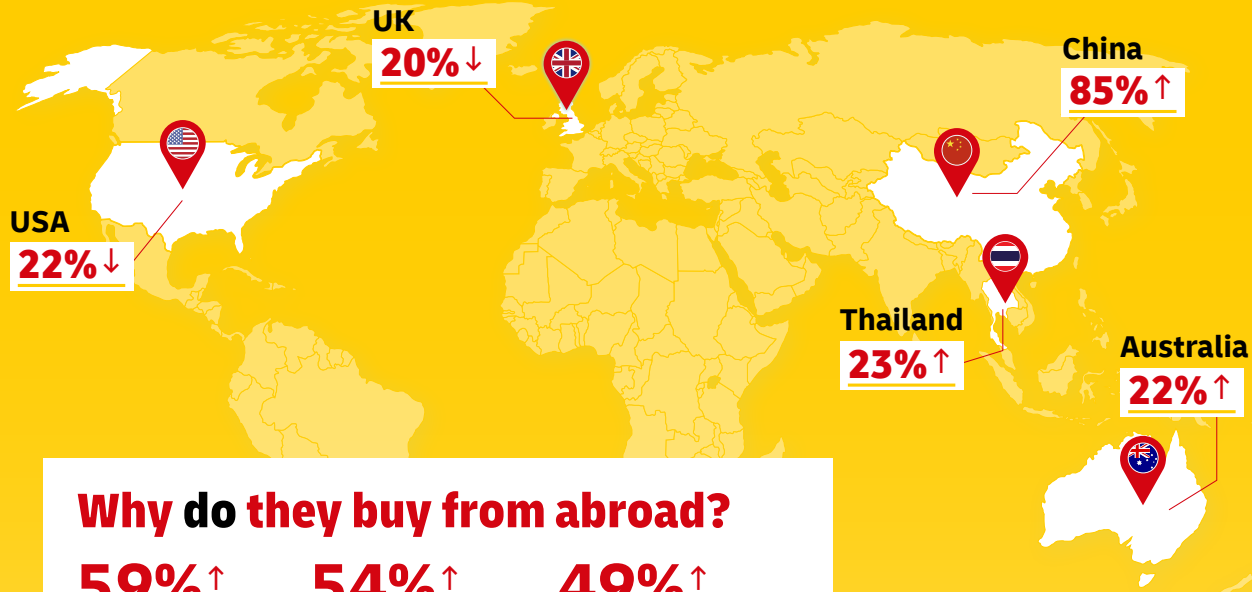
spend 200RN or less online each month.



# Selling to Malaysia

Over half of Malaysian consumers buy from online retailers in other countries. 29% make a purchase at least once a week and 51% do so once a month. To help you sell to this market, we've uncovered the real reasons why they do (or don't) buy from abroad.

## Which countries do Malaysian shoppers buy from?



### Why do they buy from abroad?

**59%** ↑

To get lower prices.

**54%** ↑

A wider choice of products.

**49%** ↑

The product isn't available in the Malaysia.

### Why don't they buy from abroad?

**65%** ↑

Longer delivery time.

**64%** ↑

Fear of fraud.

**40%** ↓

Customs charges.

**61%** of Malaysian shoppers would feel more confident buying from abroad if retailers were transparent about transit times.



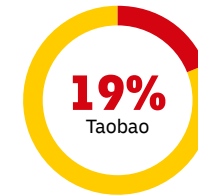
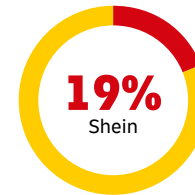
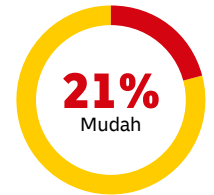
## COUNTRY TRENDS REPORT



**99%** ↑ of Malaysian shoppers buy from marketplaces.

**42% of people in Malaysia say they shop online because there is more choice**, so it's no surprise that marketplaces are so popular. They give consumers access to a wide range of products at different price points.

### Which marketplaces are most popular with Malaysian shoppers?



## Do you run an e-commerce business in Malaysia?

There are opportunities to grow your business by selling to other countries.

**Malaysian goods are most popular with shoppers in:**



Australia



India



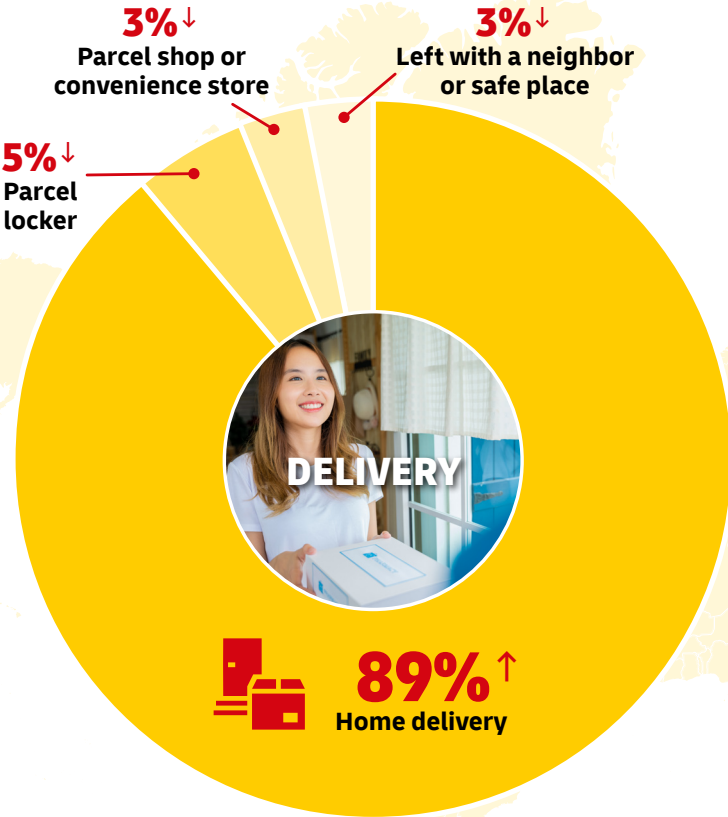
Thailand





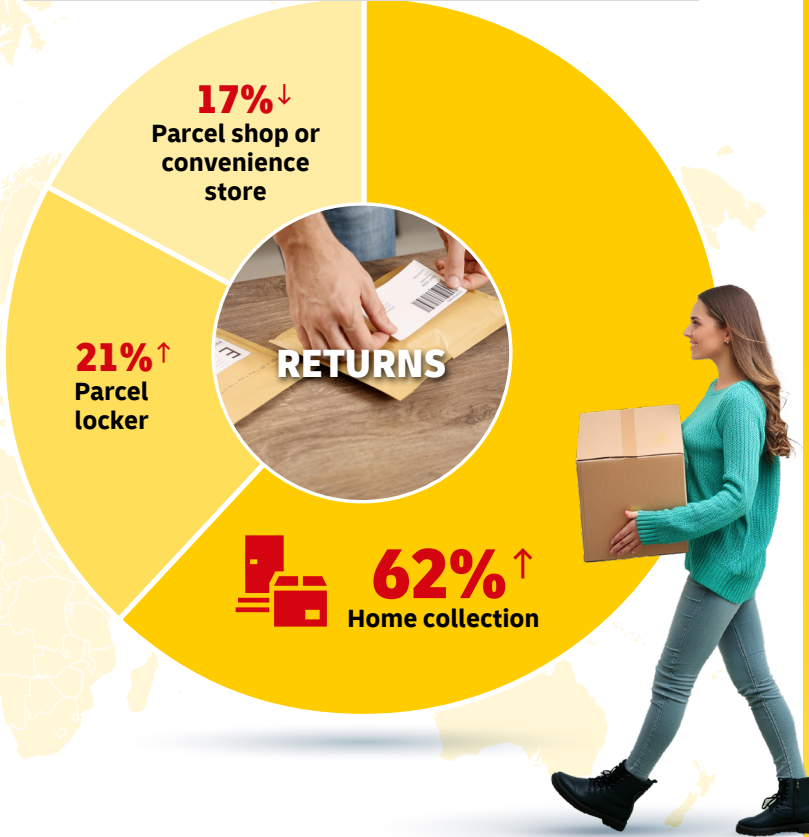
# How do Malaysian shoppers want to receive and return their orders?

The delivery and returns options you offer could be the difference between a customer clicking 'buy now' or abandoning their basket. While most Malaysian consumers prefer home delivery, it's clear they want more flexibility and choice when it comes to sending back unwanted purchases.



If they need to redirect their delivery, **82% want their parcel left in a safe place and 75% want to be able to change the delivery day.**

**67% prefer to receive a return label with their order in case they need to send their order back.**



**!!** 65% of shoppers in Malaysia would prefer to see delivery charges and options at checkout instead of having the cost incorporated into the price of the product they are buying. If you're selling to this market, consider offering free and paid delivery options at checkout to meet different customers' expectations.

**69%** ↑  
say next day delivery is important to them.

**61%** ↑  
say quicker delivery would improve their delivery experience.

**31%** ↓  
feel frustrated if they have to pay for returns.

**27%** ↑  
say the delivery provider offered has a lot of influence on their purchasing decision.





## Anything else to know about this market?



**83%** ↑ always use a smartphone to shop online.  
vs  
**57%** of global shoppers always use a smartphone.



**14%** ↑ always use a tablet.  
vs  
**9%** of global shoppers always use a tablet.

### Why are Malaysian shoppers abandoning their baskets?

**45%** ↑

Delivery is too expensive.

**30%** ↑

They are likely to receive a discount code if they wait.

**41%** ↑

They find the items cheaper elsewhere.



**42%** ↑

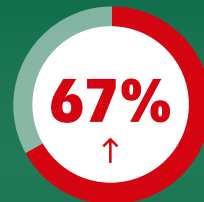
prefer to use guest checkout instead of creating an account. This is higher than the global average of 30%.

**66%** ↑

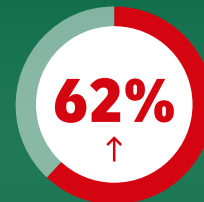
have subscribed to an online retailer's email newsletter to receive discounts or rewards.

## How important is sustainability to Malaysian shoppers?

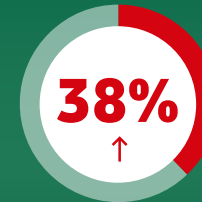
People in this country are aware of how their online orders impact the environment, and some are willing to pay more to make their delivery more sustainable.



say sustainability is important to them when shopping online.



want to know how climate-friendly their delivery is.



would be willing to pay more to make their delivery more sustainable.



# Interested in finding out more?



Read our series of Online Shopper Trends Reports for data and insights that can support business growth in new or existing markets.



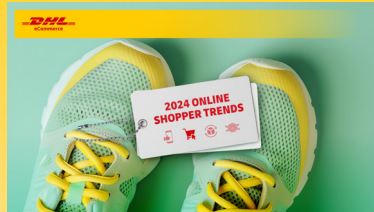
## E-Commerce Trends Report

Why do online shoppers really abandon their baskets?



## Cross-Border Buying Report

Why are online shoppers buying from other countries (and how can you sell to them)?



## Online Purchasing Behavior Report

What's driving shoppers to spend and subscribe online?



## Beyond the Basket Report

What's really influencing the buying decisions of social, sustainable and cross-border shoppers?



## Delivery & Returns Report

How can businesses create a seamless delivery & returns experience?



## Country Reports

Want to know what matters most to shoppers in a specific country?

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