



IPSOS PRESS RELEASE : E-COMMERCE LANDSCAPE 2023

November 2023

GAME CHANGERS



E-COMMERCE ADOPTION IN MALAYSIA

▲ ▼ Changes since 2022



...of Malaysians have browsed an e-commerce platform in the past 6 months



...of Malaysians have purchased something on an e-commerce platform in the past 6 months



53% ▼ -11%
18-24 years



54% ▼ -14%
25-34 years



34% -17%
35-44 years



22% No change
45-74 years



41% ▼ -4%
Malays/Bumi



39% ▼ -11%
Chinese

Despite the frequency of browsing remaining the same, there has been a decrease in E-commerce purchases in the last six months.

The older age group, who have already embraced e-commerce purchases, still uses this channel. However, there has been a significant drop in purchases through e-commerce among younger age groups.



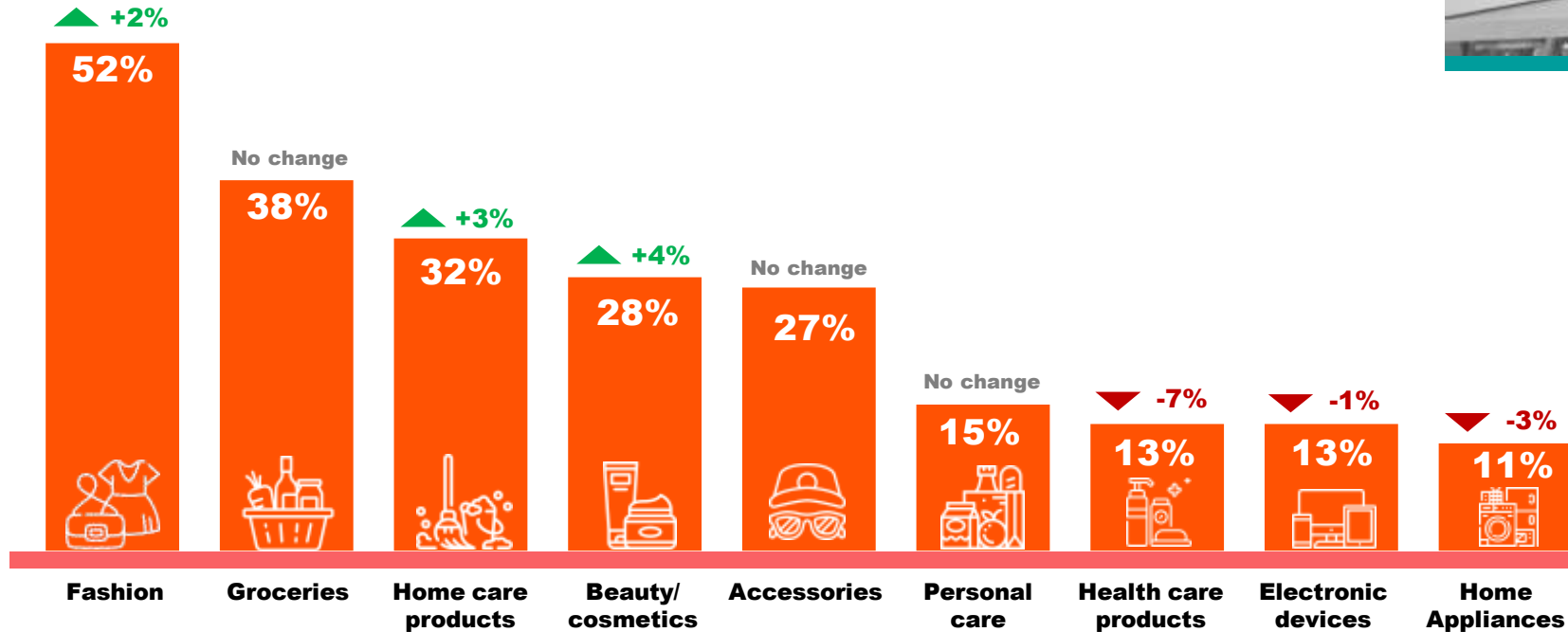
Nationally representative sample of N=1,023 Malaysian aged 18-74 years, covering 17 ecommerce platforms. The survey was conducted between 1st Sept to 25th September 2023.

WHAT DID MALAYSIANS PURCHASE?

Fashion items, such as clothes and shoes, remain as the top categories purchased. The purchase of healthcare and home appliances showed declines compared to 2022 especially since physical stores have re-opened post-Covid-19.

▲ ▼ Changes since 2022

What did Malaysians purchase on e-commerce platforms (past 6 months)?
% Among those who made a purchase



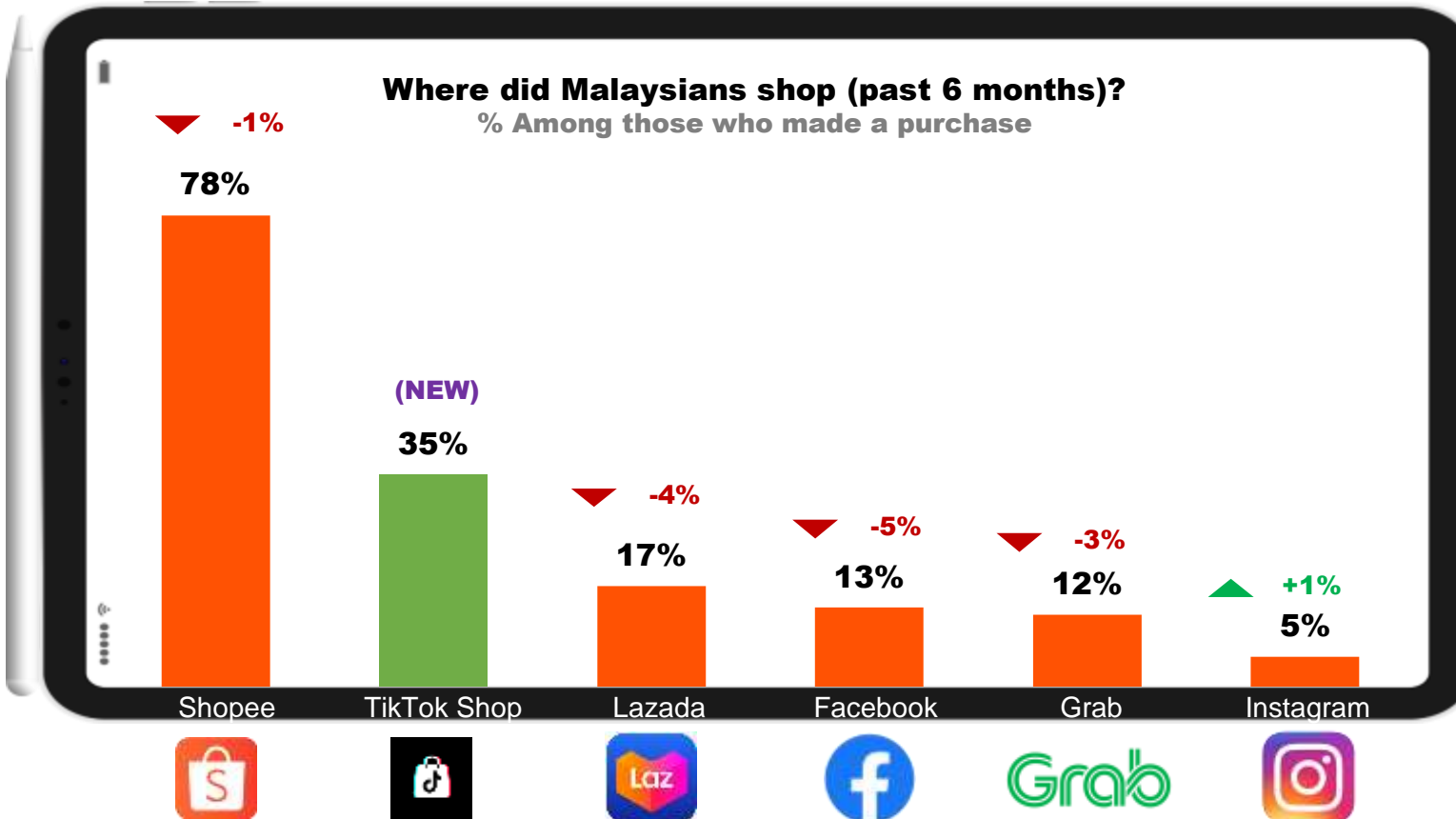
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TIKTOK SHOP IS THE NEW RISING STAR

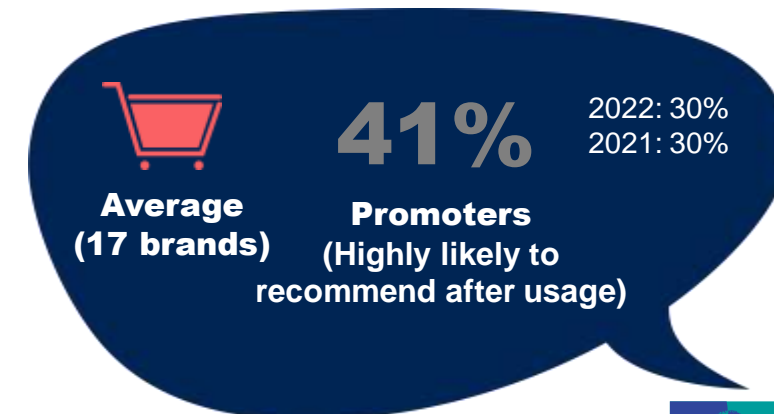
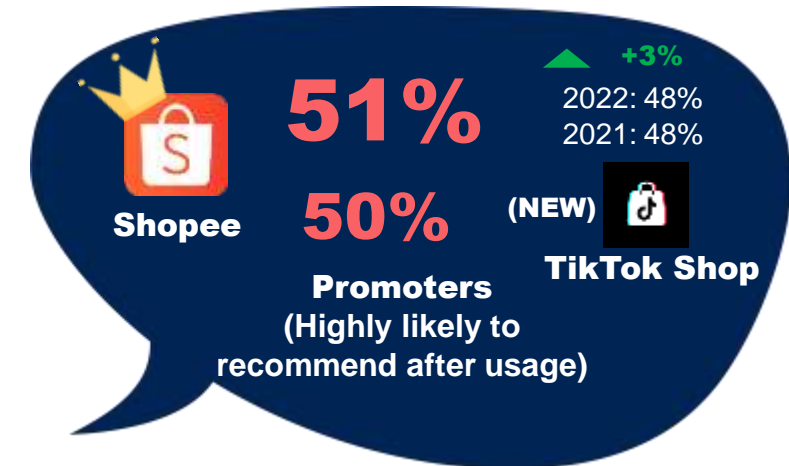
Shopee remains the leading platform by a significant margin in usage. TikTok has emerged as a new platform with the second-highest usage in the market, with a highly likely hood to recommend to others.



▲ ▼ Changes since 2022



Word of Mouth



E-COMMERCE LANDSCAPE 2023

The pandemic triggered a significant shift to e-commerce platforms, but the big question was whether this consumer behaviour shift would be sustainable in the long term? This year shows that it might not be the case.

Although e-commerce platforms remain popular, purchase rates are dropping compared to last year. Younger and middle-aged adults show the highest decrease in e-commerce purchases. Older age groups who have adopted these platforms continue to use them at the same level.

Fashion items are the most popular purchase on e-commerce platforms, along with purchases of home care and beauty products. There has been a decrease in healthcare products purchased post-Covid.

Shopee is currently the leading e-commerce platform in Malaysia, but the big news is that TikTok has taken the spot as the second most popular platform. TikTok also performs better than the market average on user experience, making it the platform to watch out for.



Arun Menon
Managing Director
Ipsos Public Affairs

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Game Changers

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