

PRESS RELEASE: **E-COMMERCE LANDSCAPE IN 2024**

Ipsos Malaysia

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More Malaysians are making online purchases now

Despite there is decline of number of people browsing e-commerce platform, the number of people making purchases increased by 7%.

The growth of online purchase is significant among the 18-24 years old, 35-44 years old, in South and East Coast regions.



(2023: 39%)

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



▲▼ Changes since 2023



59% ▲+6%
18-24 years

2023: 53%



55% ▲+21%
35-44 years

2023: 34%



67% ▲+32%
South

2023: 35%



60% ▲+14%
East Coast

2023: 46%

Nationally representative sample of N=1,030 Malaysian aged 18-74 years, covering 15 ecommerce platforms. The survey was conducted between 1st July to 25th July 2024.

Overall product purchase through e-commerce increases

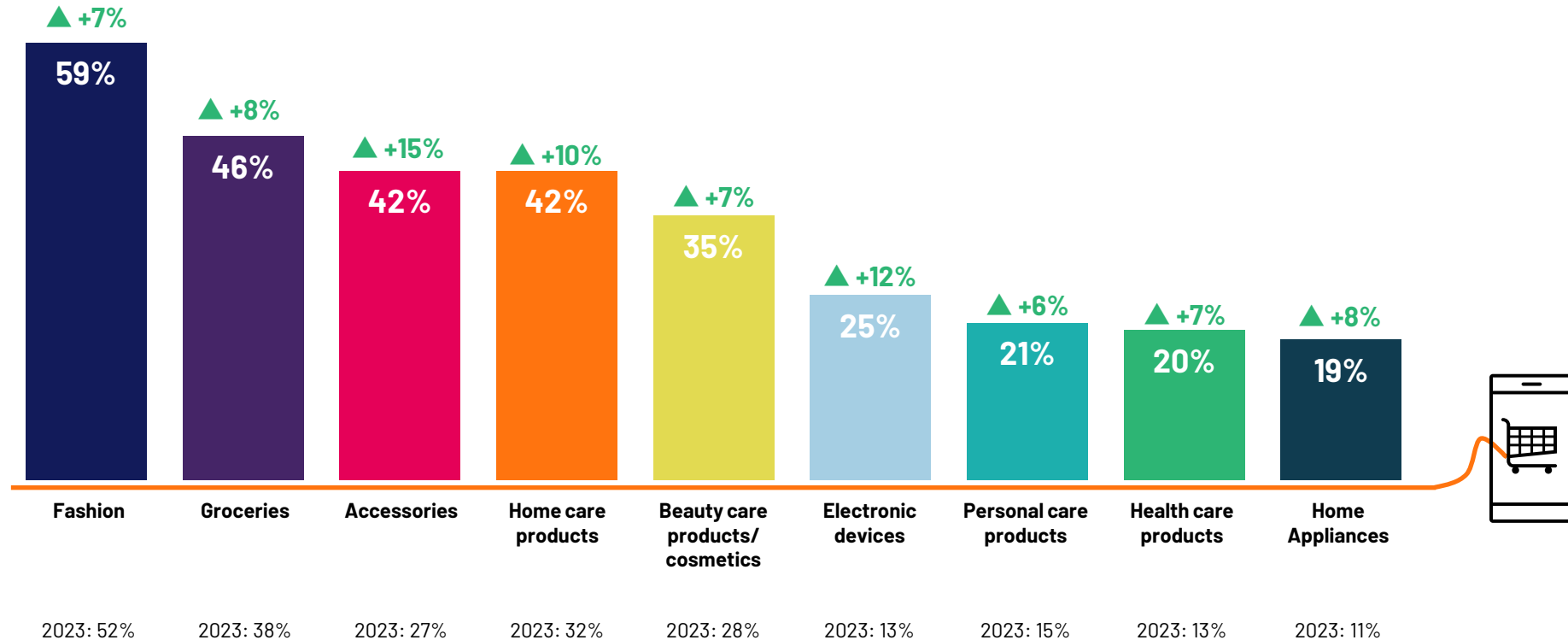
Fashion items remain the most popular purchases among Malaysians e-commerce buyers, followed by groceries, accessories and home care products.

More people buying accessories and electronic devices from e-commerce platform in this year.

What did Malaysians purchase on e-commerce platforms (past 6 months)?

% Among those who made a purchase

▲ ▼ Changes since 2023



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TikTok Shop continues to grow its market share

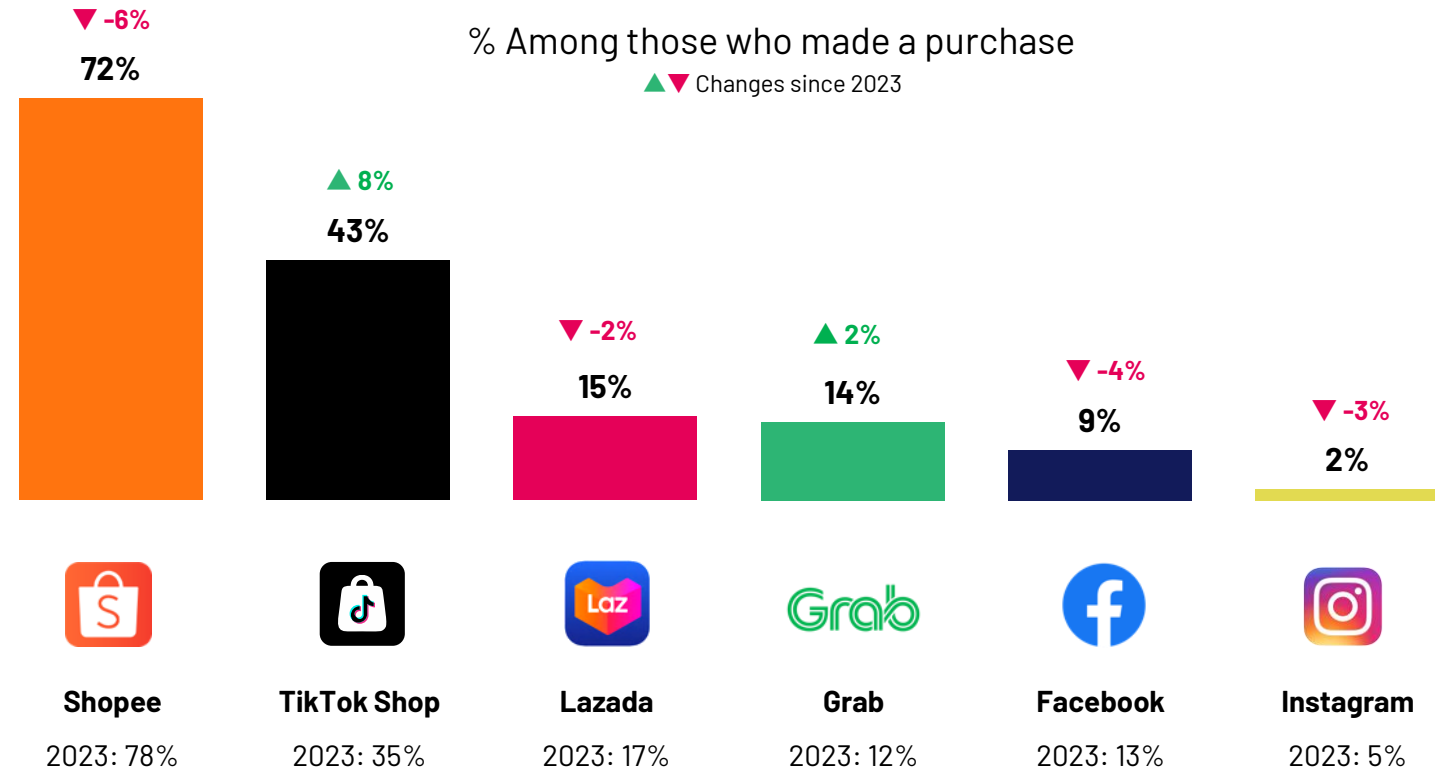
While Shopee retains its market leader, it experienced a 6% decline in its market share. In the contrary, TikTok Shop's share of market has grown by 8%.

The online purchase on other social media platforms have declined.

Where did Malaysians shop (past 6 months)?

% Among those who made a purchase

▲ ▼ Changes since 2023



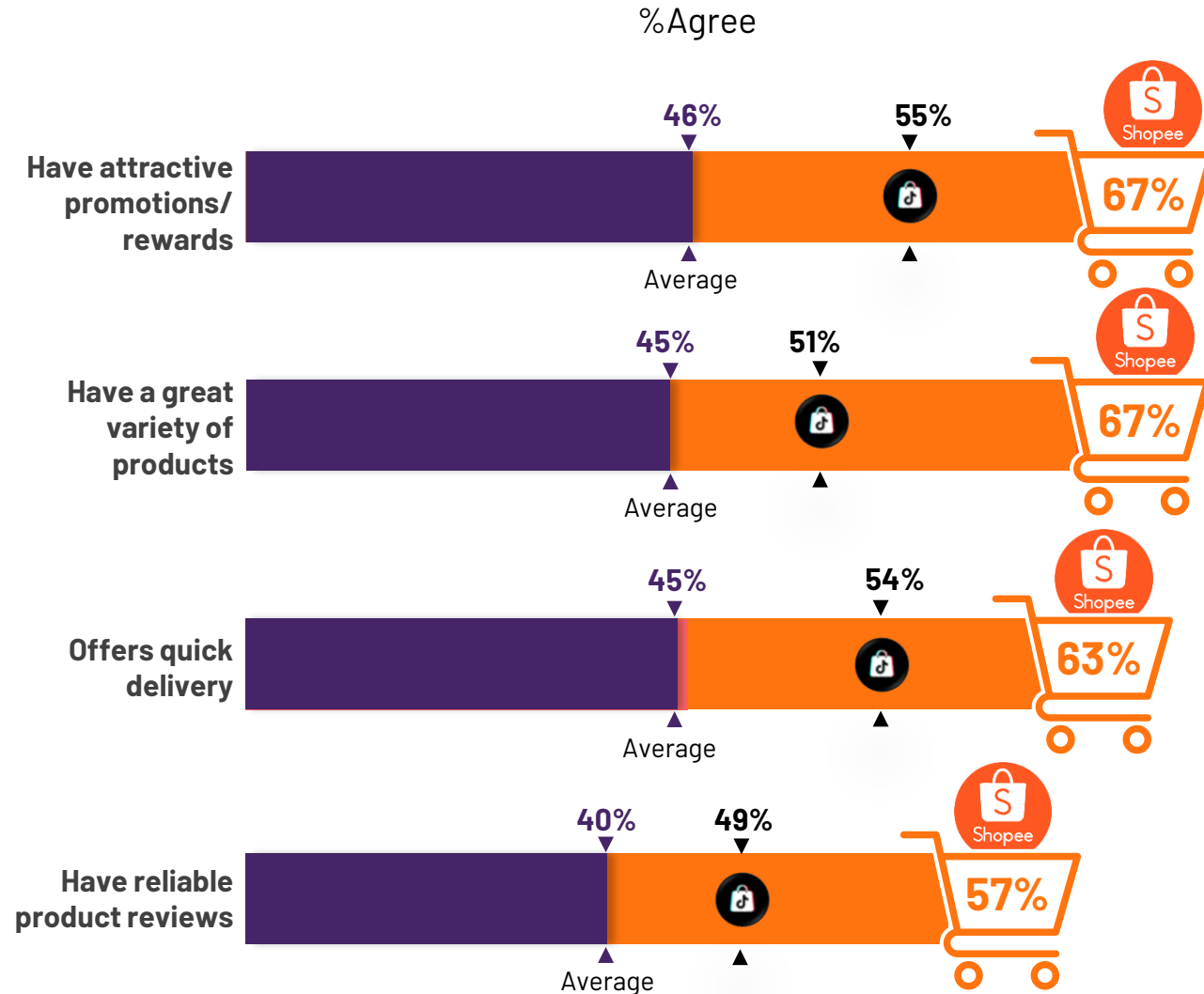
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TikTok Shop is catching up with Shopee's position

Shopee's market leader position is attributed to its attractive promotions, variety of products, quick delivery and reliable product review.

However, TikTok Shop is also performing strongly in these areas.

To what extent do you agree that the following apply to the platform?



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*Average refer to average perception towards 17 e-commerce / online marketplaces in Malaysia

E-Commerce Landscape in 2024



Malaysia's e-commerce market is growing. In 2024, about half of Malaysians have made purchases in the e-commerce platform. There is also growing consumer trust where Malaysians increasingly comfortable buying higher-value items such as electronic devices online. The purchase of accessories, electronic devices and homecare products have seen a significant growth.

Shopee remains its market leadership, but TikTok Shop is a rising competitor. While Shopee benefits from its established presence with diverse product range, attractive promotions, fast delivery and reliable review, TikTok Shop is not too far behind it.

Digital economy is one of the key pillars of Malaysian economy and the government is actively supporting the e-commerce industry through initiatives such as National E-Commerce Strategic Roadmap (NESR). This sector is rapidly expanding, and the businesses need to integrate itself with the opportunities it present.



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