

IPSOS PRESS RELEASE

MALAYSIA'S COST OF

LIVING MONITOR

Malaysians' confidence and key
concerns about the nation

December 2025

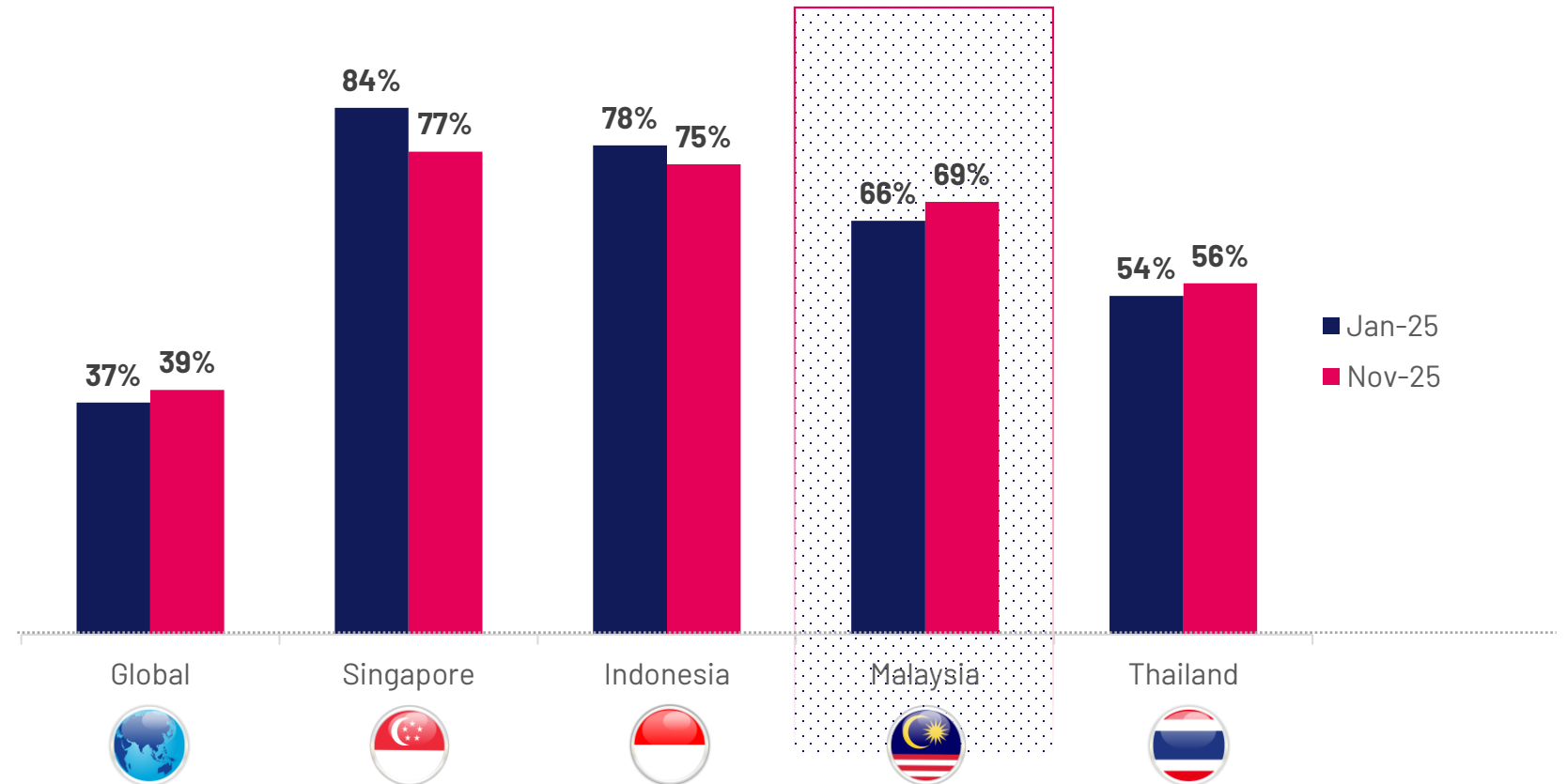
Malaysian confidence in the country's direction has improved

In 2025, 7 out of 10 Malaysians believe that the country is moving in the right direction, an increase from 66% in 2024.

This growing confidence reflects Malaysians' positive sentiment toward recent advances in Malaysia's economy and the implementation of new economic policies.

Base: Representative sample of Malaysian adults aged 16-74. c.501 (Jan & Nov 2025); Global: c. 23,641

Is the country are heading in the right direction? (% in right direction)



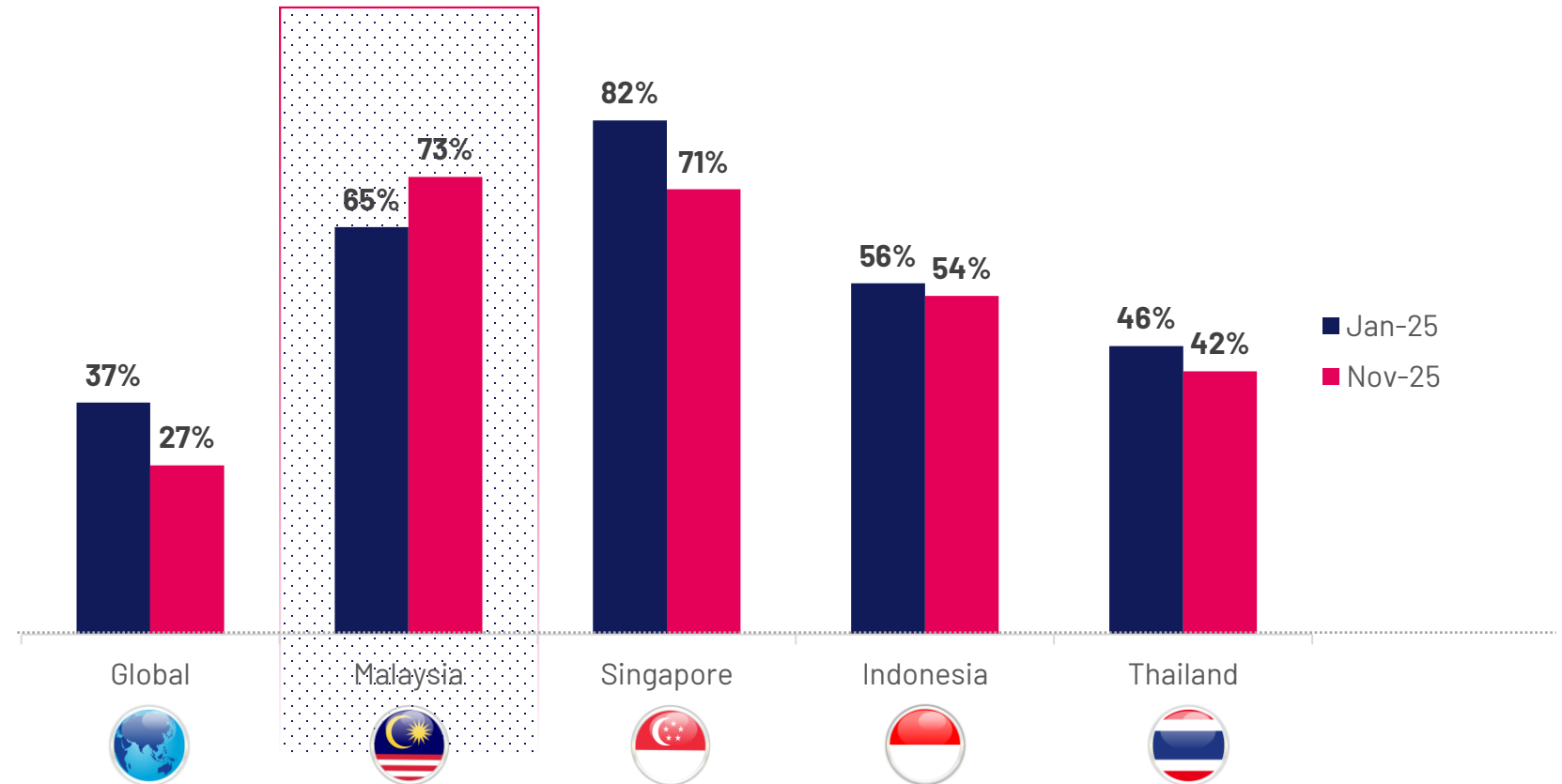
Malaysia is the **most optimistic nation in the SEA on economy**

While global economic sentiment and optimism in other Southeast Asian countries decline, Malaysia shows a remarkable improvement.

Such optimism reflects Malaysia's recent economic growth and appreciation of ringgit against major currencies.

Base: Representative sample of Malaysian adults aged 16-74. c.501 (Jan & Nov 2025); Global: c. 23,641

How would you describe the economic situation in...? (% of good/ very good)

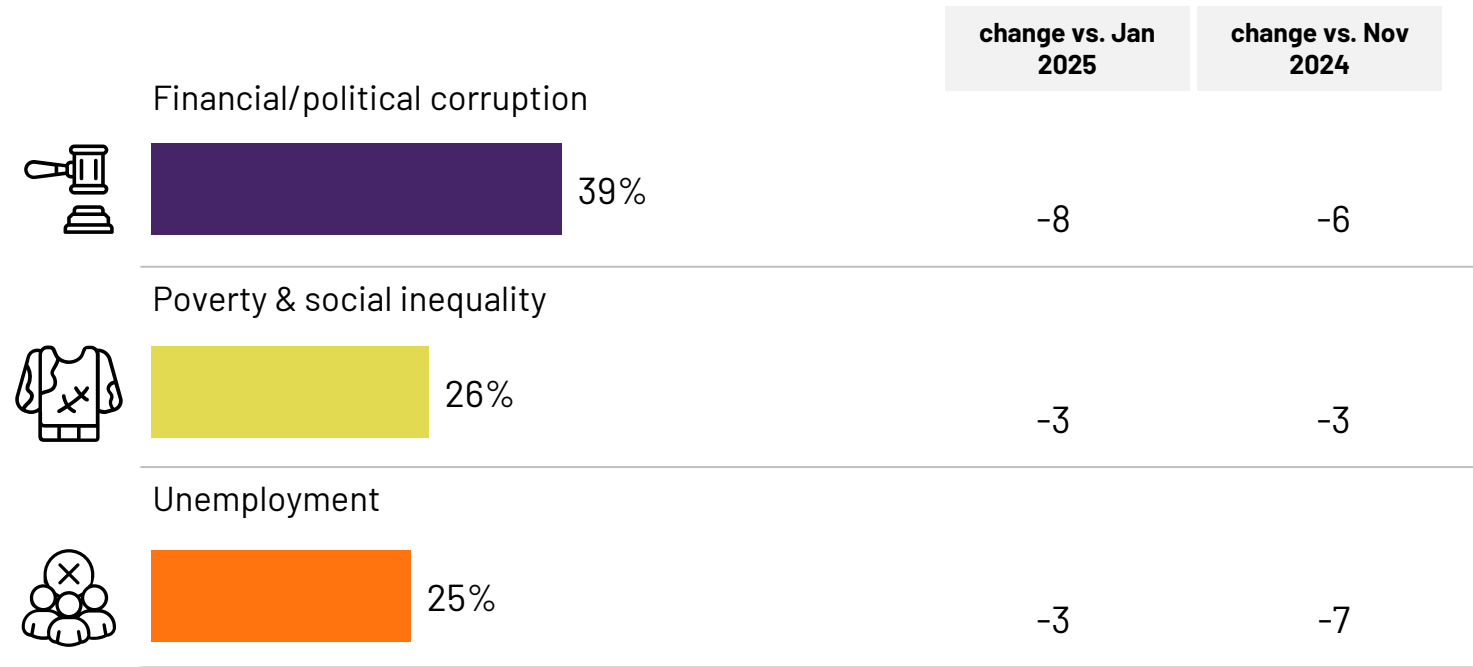


Concerns about corruption, poverty and unemployment are easing

At the same time, Malaysian’s worries about poverty and unemployment fall, which reflects some improvement in these areas and greater public confidence in social and economic conditions.

Base: Representative sample of Malaysian adults aged 16-74. c.500 (Jan & Nov 2025)

Top five worries (Malaysia) Which three issues worry you most in your country?



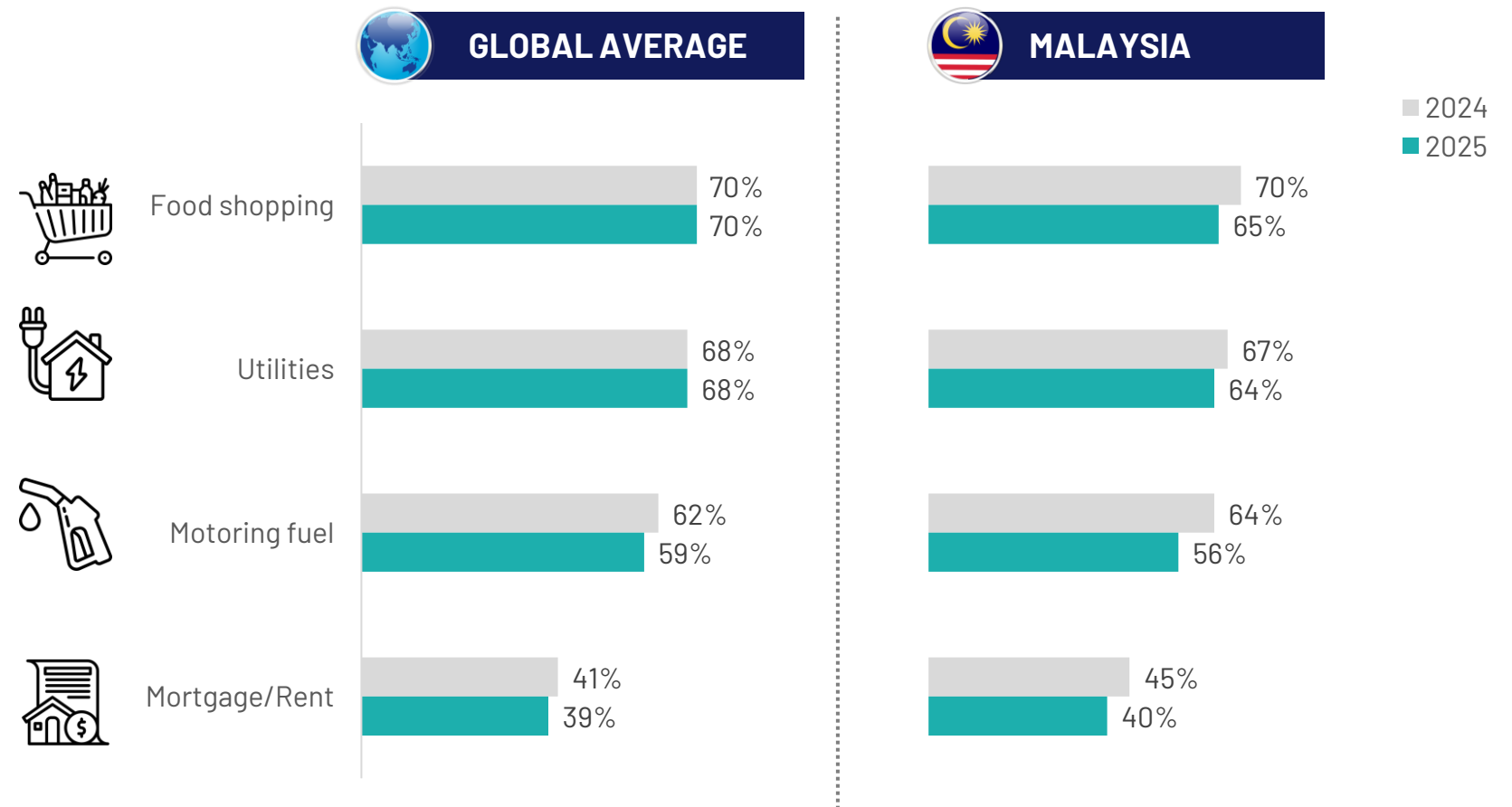
Malaysia shows greater optimism on household spending outlook

Malaysians are showing more optimism than the global average regarding household spending, particularly this year. Targeted aids such as SARA, BUDI MADANI RON95, and adjustments in electricity tariffs could have been instrumental in this trend.

Base: Representative sample of Malaysian adults aged 18-74: n=500; Global: n=23,772

For the next six months, please indicate which household expenses you expect to **INCREASE**.
(% of increase a lot / a little)

% reduction from 2024 indicates increased optimism

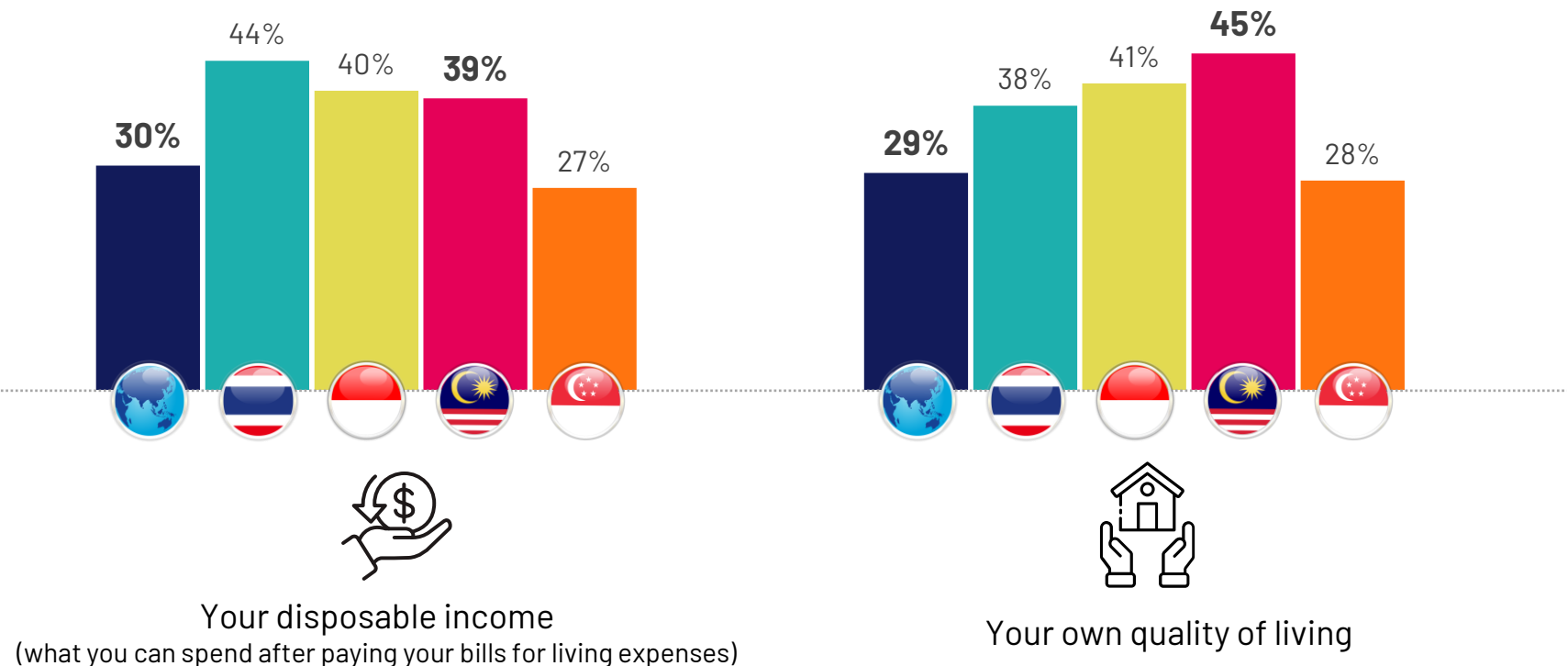


Malaysians hope for a higher standard of living in 2026

With increased economic confidence and targeted government relief initiatives, such as SARA, Malaysians expect their disposable income to rise, placing higher hopes on achieving a better quality of living than other countries in the region.

Base: Representative sample of Malaysian adults aged 18-74: n=500; Global: n=23,772

Over the next year, do you think each of the following will rise?





Consumer Confidence & Cost of Living

National confidence in the country's direction is strengthening, reflecting growing positive sentiment towards recent policy measures. Malaysia now stands as the most economically optimistic nation in the region, in contrast to declining confidence across several Southeast Asian countries. Supporting this trend, public concerns regarding poverty, unemployment and corruption have eased, signaling greater trust in the country's stability. The optimism is translating into higher household spending intentions, above the global average.

Malaysia's economy grew 5.2 per cent year-on-year in Q3 2025, supported by strong household spending, resilient exports and steady investment. This marks the fastest quarterly pace in a year and brings full-year targets within reach. Net FDI rose to RM8.5 billion, reflecting sustained investor confidence, while inflation remained low at around 1.3 per cent, helping to preserve consumers' purchasing power.

Targeted government support, including SARA, BUDI MADANI RON95 and electricity tariff adjustments, continues to ease daily financial pressures and reinforce positive sentiment. With improving economic confidence, Malaysians expect higher disposable incomes and a better standard of living in 2026.

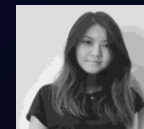
Looking ahead, RMK13's emphasis on income growth, social protection and cost-of-living management is expected to consolidate these gains and strengthen their long-term impact.



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