

IPSOS PRESS RELEASE:

E-COMMERCE LANDSCAPE IN 2026

July 2026

E-commerce engagement among Malaysians hits a new high

Browsing activity on e-commerce platforms climbs to 74% in 2026, the highest level recorded over the past three years.

This steady, multi-year rise points to deepening e-commerce penetration, as a growing share of Malaysians engage with online platforms, reflecting sustained digital adoption momentum.



▲ ▼ Changes since 2025

Nationally representative sample of N=1,031 Malaysians aged 18-74 years, covering 15 e-commerce platforms. The survey was conducted in May 2026.

E-commerce becomes a go-to channel for everyday essentials

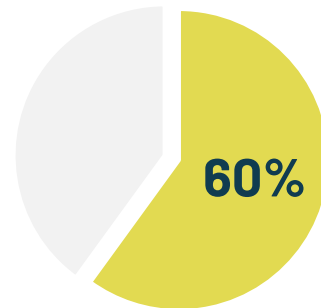
6 in 10 Malaysians made a purchase on an e-commerce platform in the past six months, highlighting how online shopping has become part of everyday life.

While fashion remains the leading category, the strongest growth is coming from everyday essentials, suggesting Malaysians are increasingly relying on e-commerce for routine purchases rather than occasional discretionary spending.

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

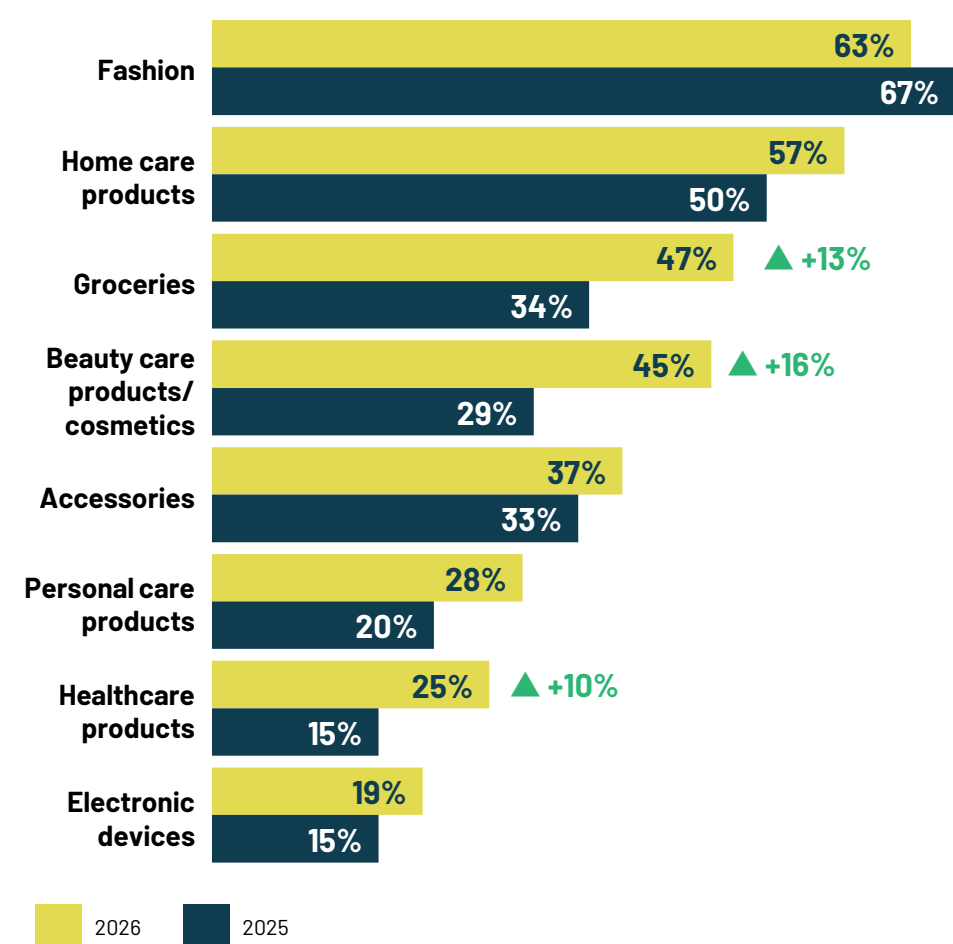
% Among those who made a purchase

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



2025: 62%; 2024: 46%

Nationally representative sample of N=1,031 Malaysians aged 18-74 years, covering 15 e-commerce platforms.



TikTok's steady climb challenges Shopee's long-time lead

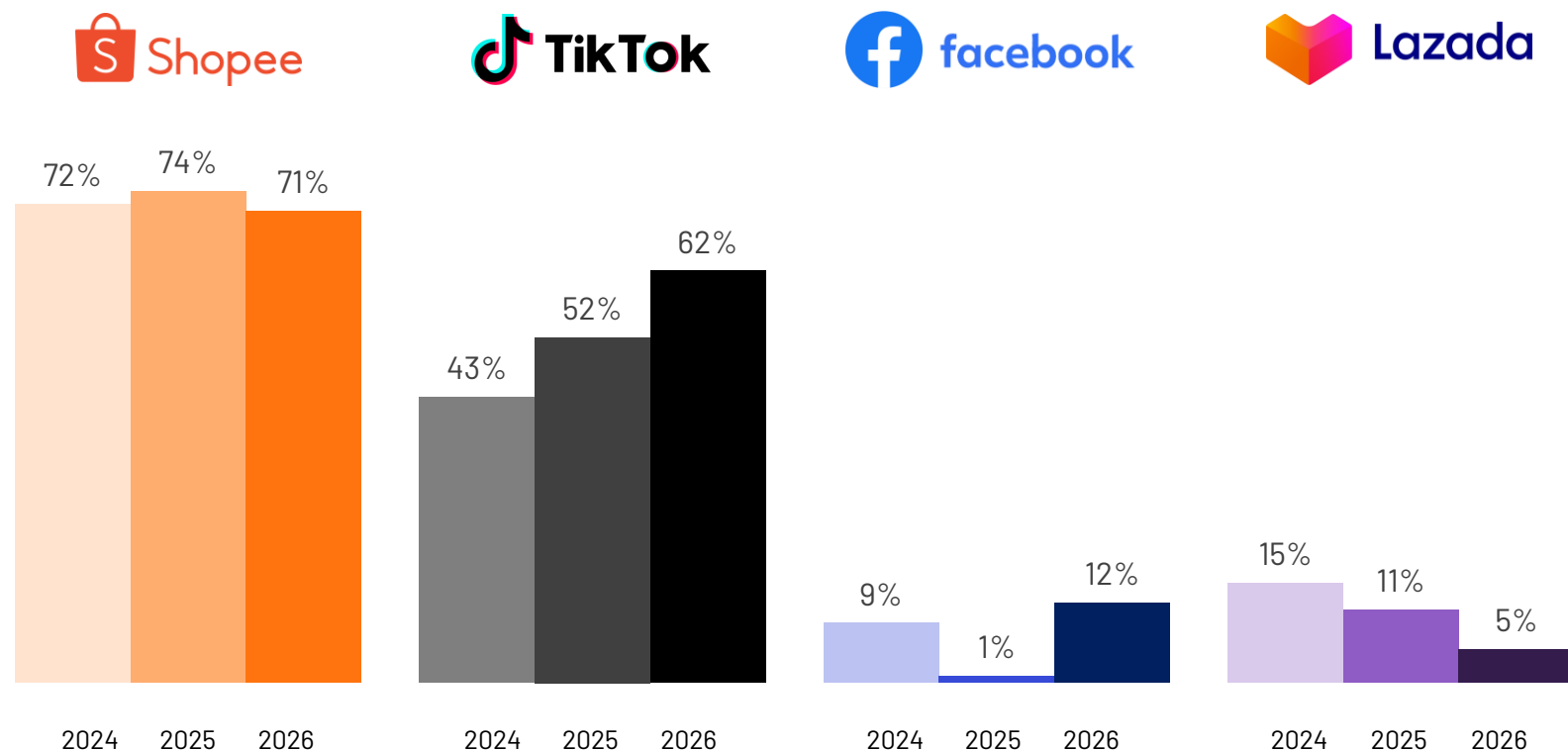
Shopee remains the leading e-commerce platform, with 7 out of 10 Malaysians shop on the platform. Meanwhile, TikTok continues to gain momentum, growing from 43% in 2024 to 62% in 2026, while Facebook rebounds by 11% in 2026.

Social commerce is gaining momentum, as platforms like TikTok and Facebook are emerging as strong alternatives to traditional e-commerce marketplaces.

TikTok's growth reflects the growing appeal of content-led shopping, where consumers can discover, evaluate, and purchase products in one place.

Where did Malaysians shop (past 6 months)?

% Among those who made a purchase



N=621, those who purchased from any e-commerce platform in the past 6 months
The survey was conducted in May 2026.

Middle-aged Malaysians are TikTok Shop's fastest growing buyers

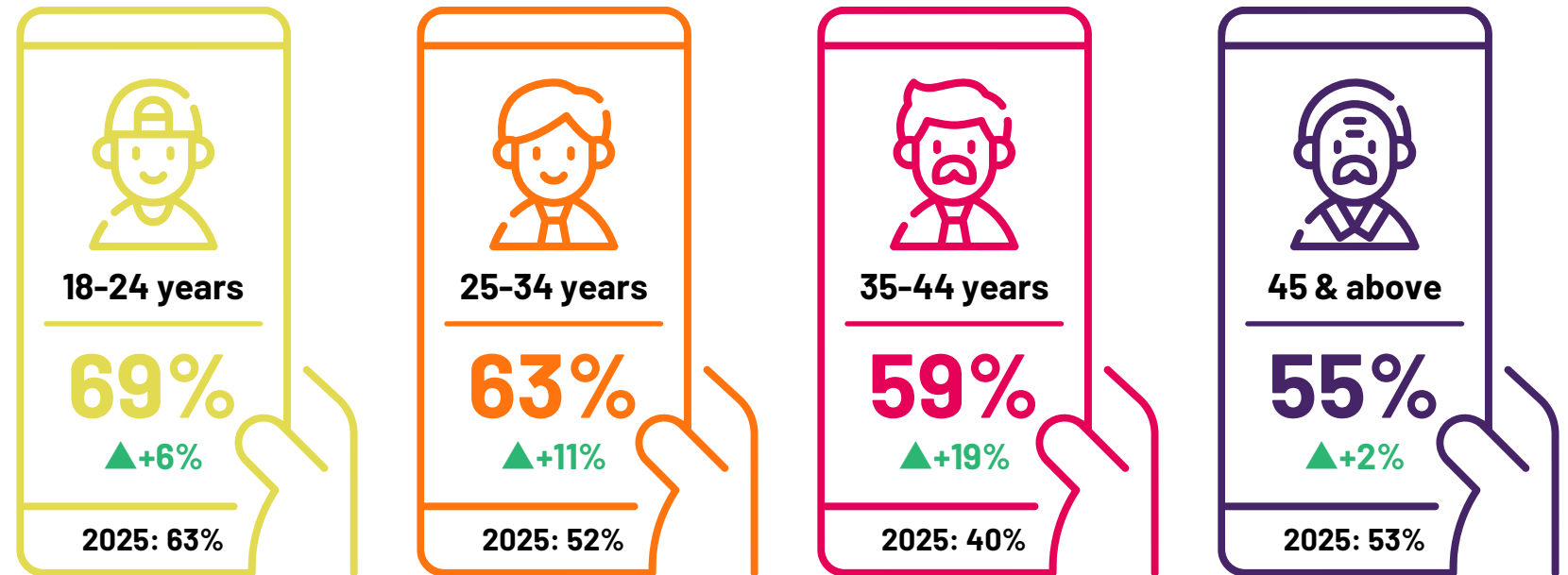
Taken together, the 25–44 age bands are now TikTok Shop's core growth engine, up 11 and 19 points respectively in a single year.

Though the 18–24 age group remains a leader, this working-age cohort is closing in on the youngest group's adoption rate, indicating that TikTok Shop has moved well beyond a youth-only platform into the mainstream of Malaysia's workforce.



Past 6 Months TikTok Shop Purchasers

by Age Groups



N=381, those who purchased from TikTok Shop in the past 6 months
The survey was conducted in May 2026.

TikTok Shop closes the gap with Shopee – shifting from challenger to near-parity

While Shopee continues to lead across key platform features, TikTok Shop narrows the gap significantly in 2026, coming within just 0% to 3% of Shopee across core attributes.

This reflects that TikTok is no longer just a place for content discovery. As it strengthens key e-commerce platform features and improves the user experience, it is becoming a serious competitor to traditional e-commerce marketplaces.

How does Shopee and TikTok Shop stand out?

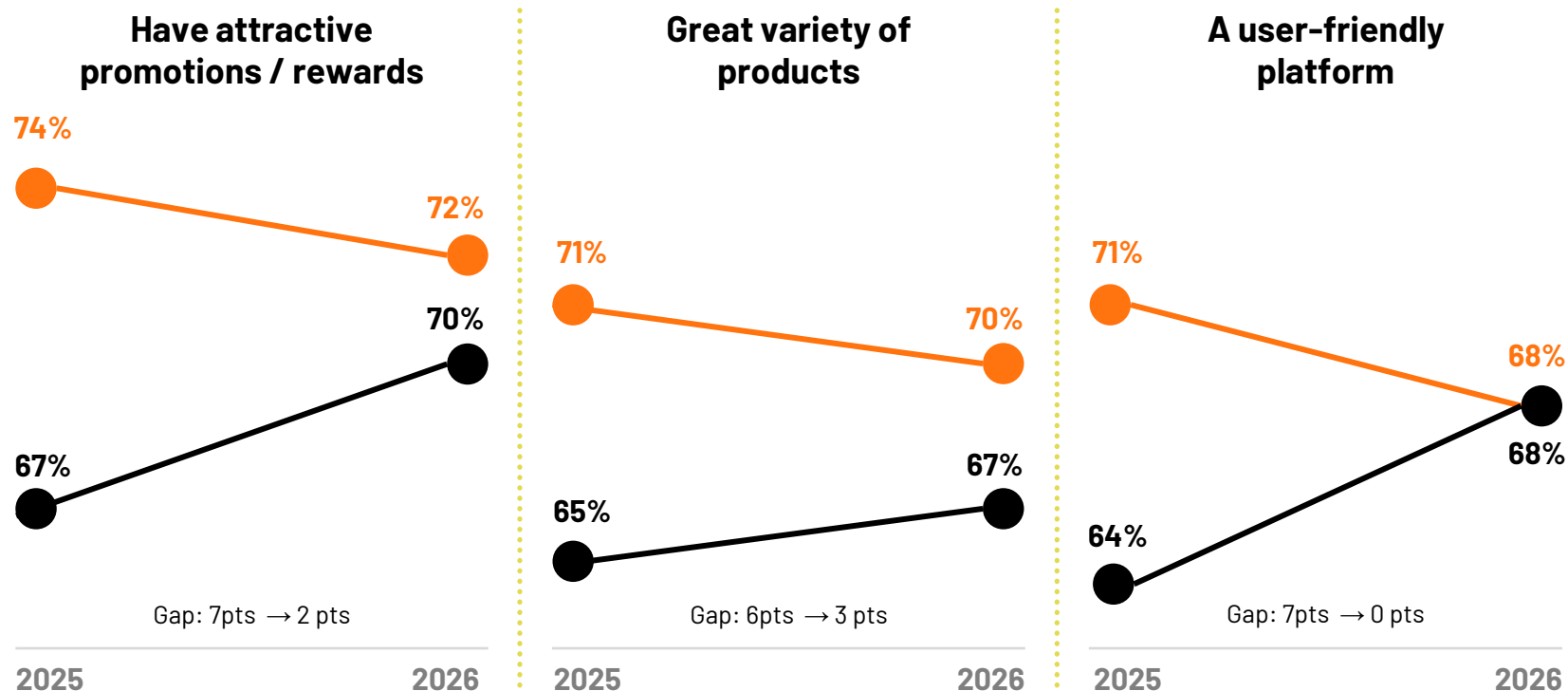
% Agree



Shopee



TikTok Shop



N=621, those who purchased from any e-commerce platform in the past 6 months

The survey was conducted in May 2026.

*Average refers to the average perception towards 8 e-commerce / online marketplaces in Malaysia.

E-Commerce Landscape in 2026

Driven by the widespread expansion of internet access worldwide, online shopping has been experiencing a surge, with global retail e-commerce sales projected to hit \$7.4 trillion in 2026, continuing its upward trend. Malaysia mirrors this: ICT and e-commerce contributed RM451.3 billion to GDP in 2024 (23.4%) - underscoring e-commerce's weight as a mainstream driver of national economic output rather than a fringe contributor.

In Malaysia, the e-commerce landscape is entering a new phase of maturity. Browsing activity has never been higher, with more Malaysians than ever exploring what's on offer online - yet purchasing has plateaued after last year's strong growth, suggesting the market is not so much expanding as settling into habit. The stabilising purchase volume, paired with rising spend on everyday essentials rather than discretionary categories, indicates the market is shifting from expanding its user base to deepening existing shoppers' engagement through more routine purchases.

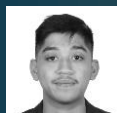
This maturity is also reshaping the competitive landscape between industry players, most visible in the tightening competition between Shopee and TikTok Shop. Shopee remains the market leader, but TikTok Shop is closing the gap on key factors such as promotions, product variety, and ease of use - moving from challenger to a credible competitor. Notably, this isn't youth-driven: TikTok Shop's fastest-growing buyers are Malaysians in their thirties and forties, signalling its transition from a social shopping novelty to mainstream adoption among the working-age Malaysians.



Kwan Sawu Fang
Director,
Ipsos Malaysia



Atticus Poon
Manager,
Ipsos Malaysia



Mohamed Yusuf
Associate,
Ipsos Malaysia