

IPSOS PRESS RELEASE:

LIFE ASPIRATIONS 2026:

Defining success in Malaysia

August 2026

MALAYSIA SHARE THE WORLD'S VIEW OF SUCCESS, BUT WITH STRONGER FAMILY FOCUS

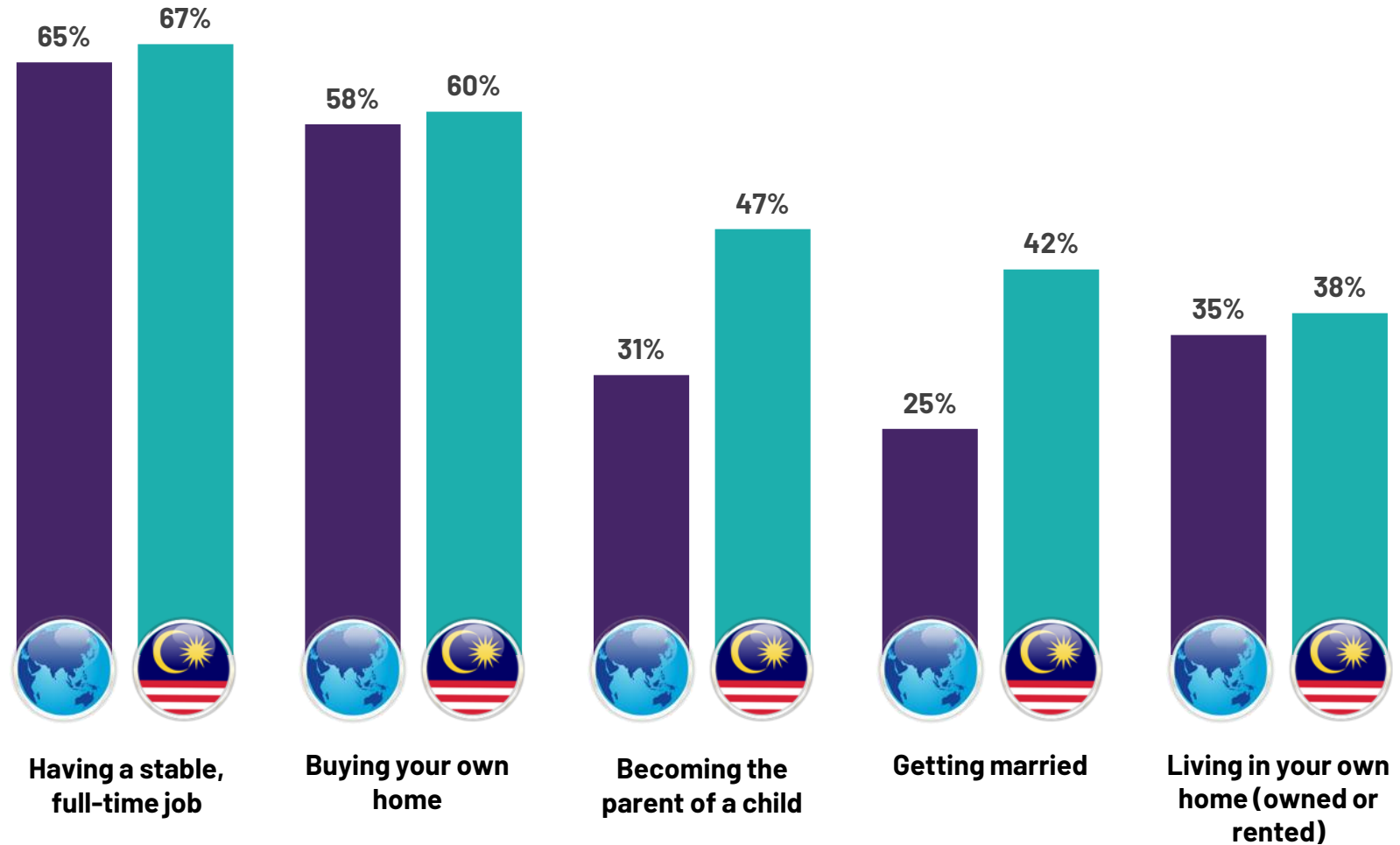
For Malaysians, success starts with stability and security, with around two in three seeing a stable job and owning a home as important markers of a successful life. At the same time, Malaysia places greater importance on family milestones than its global peers, with marriage and parenthood featuring more strongly in how Malaysians define a successful life.

This shows that life progress is measured not only by what Malaysians achieve for themselves, but also by the families they build and support.

Base:

Representative sample of Malaysian adults aged 18-74: n=501; Global: n=22,693

What would you say are important signs of living a successful life these days?



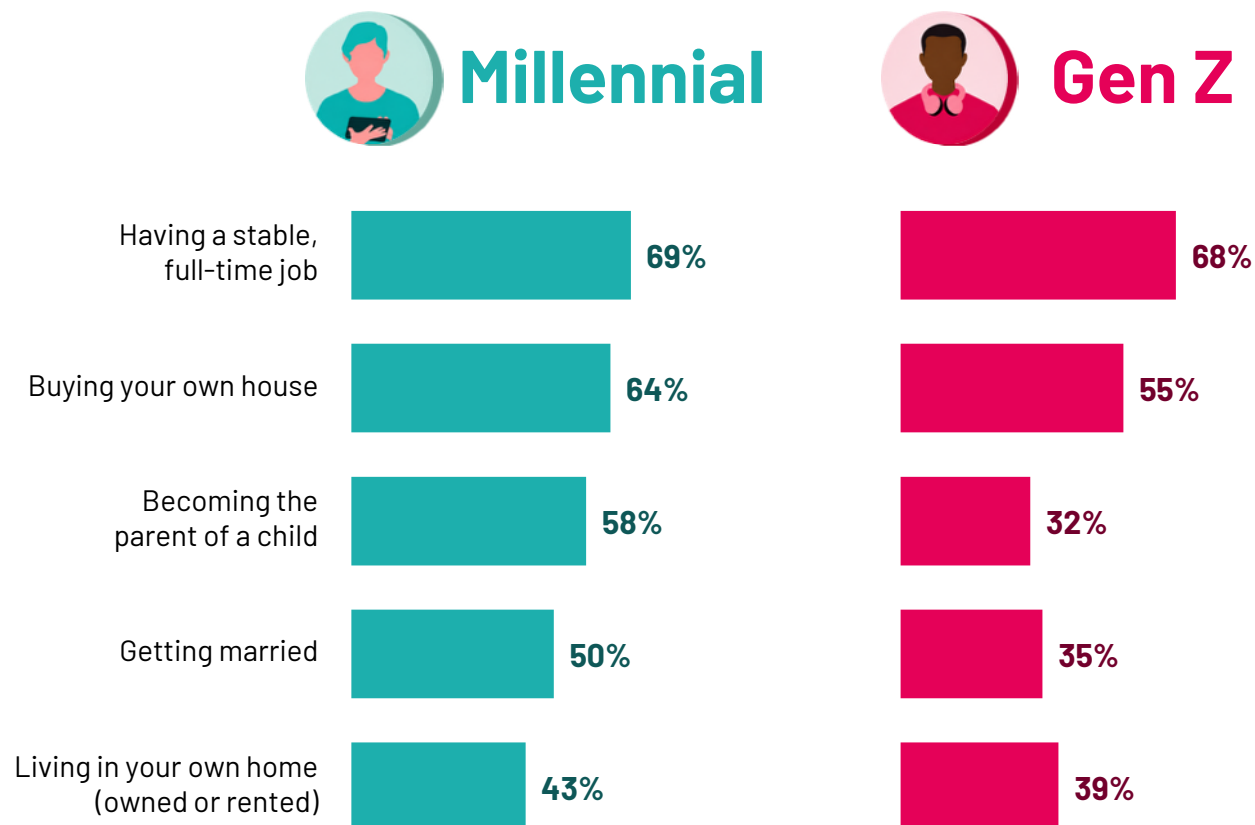
GEN Z PRIORITISES INDEPENDENCE BEFORE FAMILY FORMATION

The fundamentals of a successful life remain broadly similar across generations, with stability and home ownership consistently among the top success indicators. However, Gen Z places less emphasis on traditional family milestones, with marriage and parenthood ranking lower than among Millennials.

The path to adulthood is evolving. Younger Malaysians are increasingly prioritising standing on their own feet before pursuing traditional family milestones.

Base:
Malaysia: Millennial - n=197, Gen Z -n=158

Top 5 important signs of living a successful life by generations:



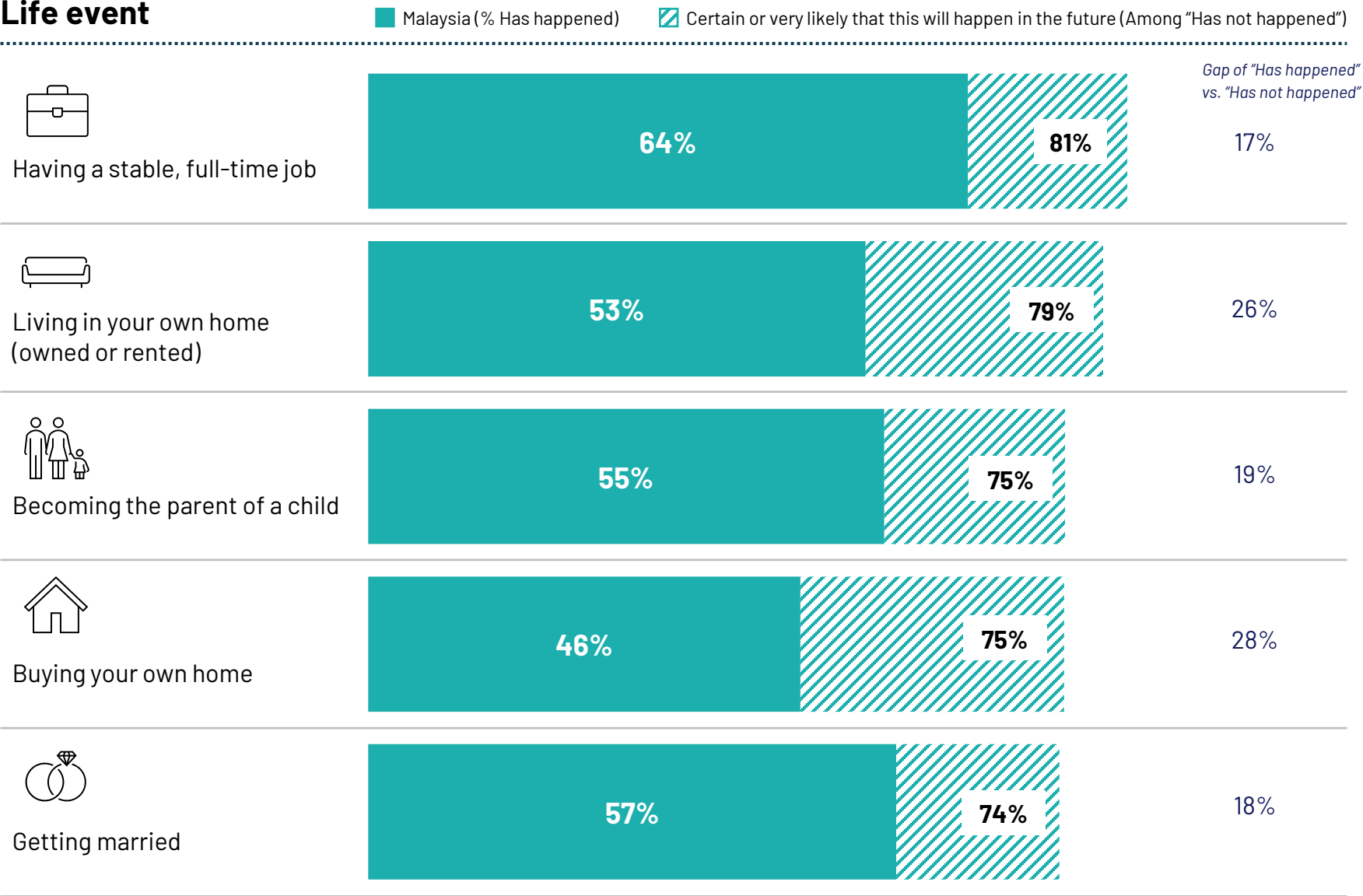
HOME OWNERSHIP IS THE HARDEST SUCCESS MILESTONE TO ACHIEVE FOR MALAYSIANS

Malaysians hold strong aspirations across life's key milestones, with expectations generally higher than what has been achieved so far. Housing stands out as the biggest challenge: while 79% expect to move into their own home, only 46% have achieved this.

While the vision of success is clear, turning housing aspirations into reality remains the hardest step, highlighting homeownership as a key pressure point for many Malaysians.

Base:
Representative sample of Malaysian adults aged 18-74:
% Has happened: n=501
% Has not happened but is certain or very likely to happen: n=147-228

Life event





***For younger Malaysians,
defining and achieving
success is becoming more
complex as priorities and
realities collide.***

Malaysians share many of the same markers of success as people around the world, with stability and security at its core. What sets Malaysia apart is the stronger role of family, with marriage and parenthood carrying considerably more weight than globally.

Yet the path towards these traditional milestones is changing. Younger Malaysians, particularly Gen Z, place less emphasis on marriage and parenthood and appear to be prioritising financial and personal independence first. This shift is consistent with wider demographic trends, with Malaysians marrying and starting families later as education, career and financial stability become increasingly important considerations.

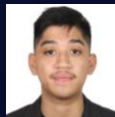
At the same time, home ownership, another key marker of success, is proving harder to achieve. Around three in four Malaysians aspire to own a home, yet fewer than half have achieved it, echoing the wider affordability challenges in Malaysia's housing market. Together, these findings suggest that younger Malaysians may not be redefining success, but reordering the journey towards it, prioritising the foundations of financial and personal stability before taking on other traditional milestones.



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