

# Clicks, carts & conversions in Malaysia

## What today's online shoppers really want (and how to deliver)

Whether you already sell to this market or you want to expand across borders, these insights can help you meet local expectations, engage shoppers and grow your sales.

[Explore the full series of country reports and the Global E-Commerce Trends Report here.](#)

### Key

↑ = Higher than global average

→ = Same as global average

↓ = Lower than global average

## Unpacking the dynamic Malaysian market



buy directly from social media platforms

**The social shopper**



say sustainability is important to them when shopping online

**The sustainable shopper**



make purchases during Black Friday weekend

**The Black Friday shopper**



buy from online retailers based in other countries

**The cross-border shopper**



buy refurbished or pre-owned items online

**The refurbished and recycled shopper**



have an online shopping subscription

**The subscription shopper**

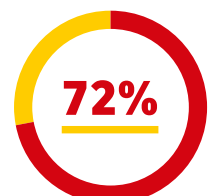


### 99% buy from marketplaces

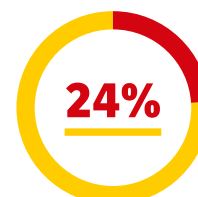
Which ones do they buy from the most?



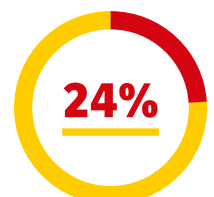
Shopee



Lazada



Mudah



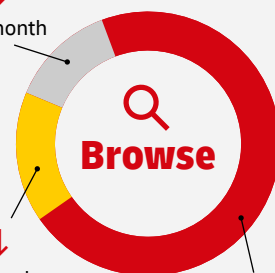
Temu

## The conversion challenge: Turning browsers into buyers

Shoppers in Malaysia browse more than they buy. But if you get the experience right at every touchpoint, your business can turn clicks into sales.

**13% ↓**

Once a month or less



**16% ↓**

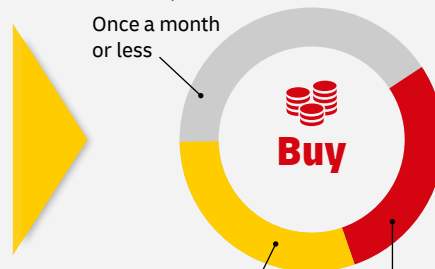
Once a week

**71% ↑**

At least two to three times a week

**41% ↓**

Once a month or less



**30% ↑**

Once a week

**29% ↑**

At least two to three times a week



### What device do they use to shop?

Smartphone

**98% ↑**

Laptop/desktop

**67% ↓**

Retailer's mobile app

**70% ↓**

Voice commands

**36% →**



### How do they pay?

Credit or debit card

**86% ↑**

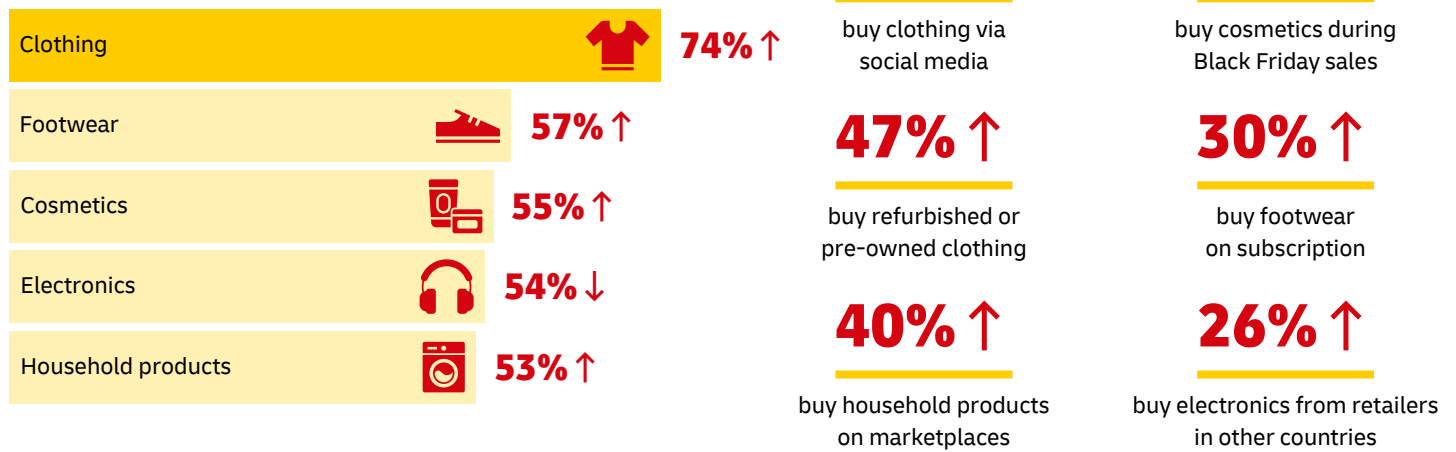
Digital wallet

**78% ↑**

Buy Now, Pay Later

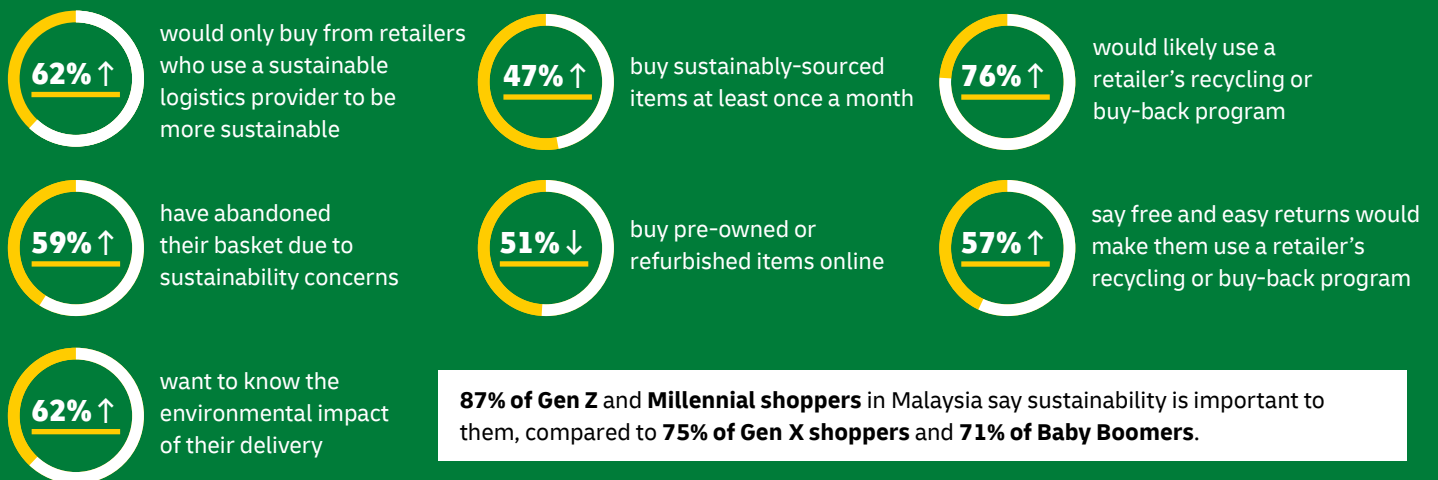
**51% ↑**

## What do Malaysian shoppers buy online?



## The shift to more sustainable choices

60% of Malaysian shoppers say sustainability will become more important to them in the next five years.



## Social shopping: connecting trends with the cart

89% of shoppers in Malaysia have made a purchase on social media, and 95% say it could become their top shopping destination by 2030.



### Keeping up vs. buying: generational differences

Gen Z and Millennials are the most active social shoppers, and they buy the most from TikTok, followed by Facebook and Instagram. Baby Boomers don't shop on social media as much but are more likely to use it to keep up to date with new products.

## Do Malaysian shoppers believe the Black Friday hype?

54% buy online during Black Friday or Cyber Monday – but 32% don't believe the hype.

81% of Malaysian shoppers are motivated by savings and discounts during Black Friday. Millennials and Gen Z lead in activity, while Baby Boomers are the least likely to trust retailers' offers and prices.

## How much do Malaysian shoppers buy and do they trust retailers' Black Friday offers?

	Buy more or the same	Buy less or not at all	Completely or mostly trust retailers' offers
Gen Z	56%	44%	68%
Millennials	63%	37%	72%
Gen X	52%	48%	62%
Baby Boomers	40%	60%	53%

## What does it take to win over Malaysian shoppers?

From high delivery costs and limited product information to not being offered their preferred options for receiving or returning their orders, the barriers to purchase for Malaysian shoppers are clear. To turn browsers into buyers, you need to provide the delivery and returns options these shoppers want – otherwise, they're likely to walk away instead of clicking 'buy now'.



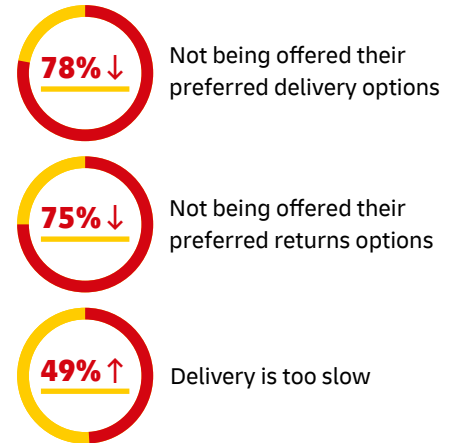
### What frustrates these shoppers?



### What improvements do they want?

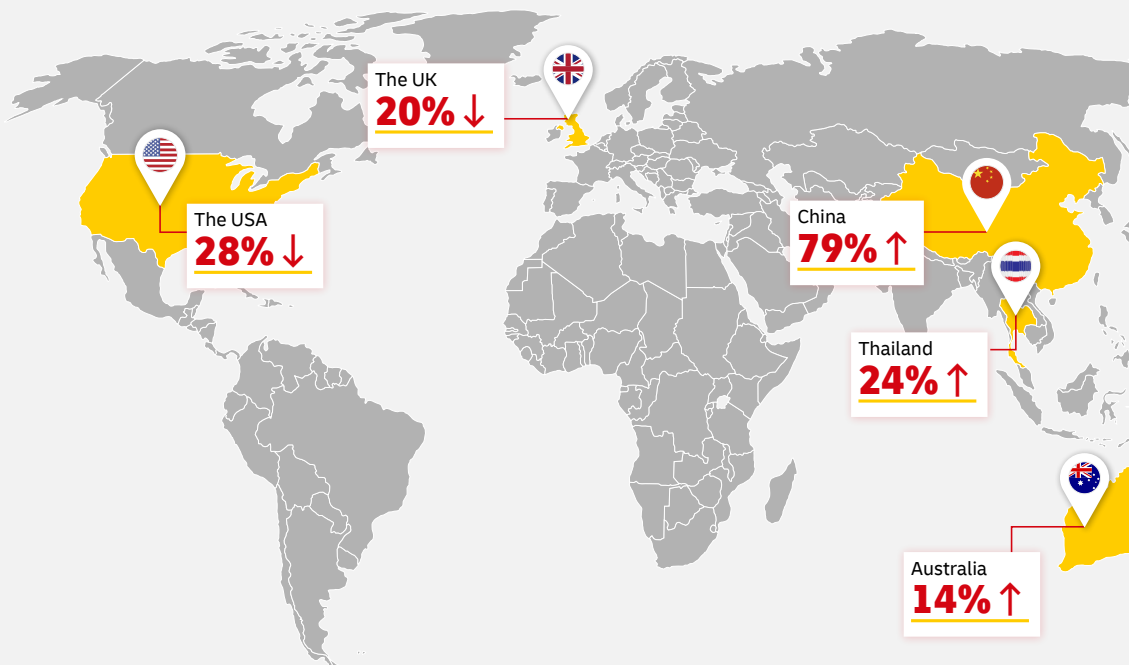


### What makes them abandon their baskets?



## Where does Malaysia buy from?

54% of shoppers in Malaysia buy from retailers in other countries – and 42% do so at least once a month. This rises to 48% for Gen Z shoppers and 58% for subscription shoppers in this market.



**45% ↑**

buy from other countries to get better quality products

**63% ↑**

don't buy from other countries due to longer delivery times

**70% ↑**

say secure payment options and buyer protection would make them feel more confident buying across borders

## Who buys from Malaysia?



India



Thailand



China

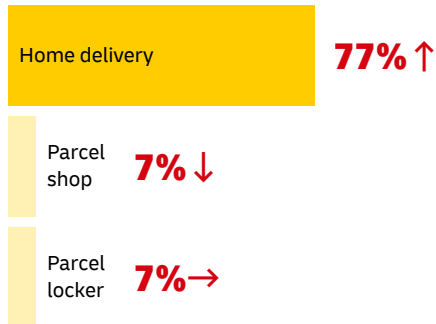
### Do you run an e-commerce business in Malaysia?

Expanding into new markets could be your next big growth opportunity. [Find out more](#) about our fast, affordable and reliable international delivery and returns.

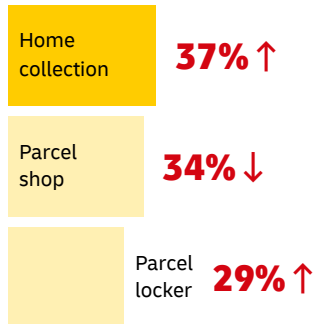
## How can you deliver on their expectations?

3 in 4 Malaysian shoppers will abandon their baskets if their preferred delivery and returns options aren't available. Demand for out-of-home returns is high in this market as well as free returns and delivery – 55% say they mainly buy from online retailers that offer free delivery and returns. [Explore the increasing popularity of out-of-home.](#)

### Delivery preferences



### Returns preferences



64% ↓

won't buy from an online retailer if they don't trust the delivery provider



66% ↓

won't buy from an online retailer if they don't trust the returns provider

## How do they track and redirect their parcels?

If they're not home to receive their parcel, they prefer to:



31% ↓

track and redirect their deliveries using the delivery provider's app



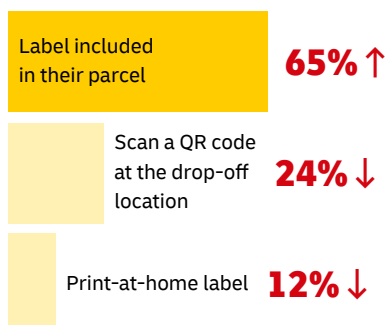
26% ↓

use the delivery provider's website

## Return to retailer

49% of shoppers in Malaysia have returned an item to an online retailer, with 93% returning up to 30% of their purchases. Gen Z, refurbished shoppers and cross-border shoppers are the most frequent returners. [Review the global returns landscape.](#)

### What are their return label preferences?



### Top reasons for returning items:

1. Poor quality
2. Damaged during transit
3. Wrong size
4. Doesn't look like the image
5. Doesn't suit them



37% →

have spent more to get free delivery, then returned the extra items

63% ↑

prefer to return items via out-of-home locations



Unpack even more global insights...