



Euromonitor  
International

# Retail E-Commerce in Malaysia

May 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Retail E-Commerce Summary

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail E-Commerce

### INDUSTRY PERFORMANCE

Social Commerce Boosts Retail E-Commerce Sales

Zalora'S Offline Pop-Ups Strengthen Brand Loyalty and Festive Sales

Chart 2 - Zalora creates omnichannel experience to connect with customers

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

### WHAT'S NEXT?

Moderate Growth for Retail E-Commerce as Tiktok and Temu Reshape Shopping Habits

Ai-Powered Recommendations and Price Transparency Boost Digital Loyalty

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Chart 7 - Analyst Insight for Retail E-Commerce

Shopee Accelerates Value Share as Temu and Tiktok Gain Traction

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

### ECONOMIC CONTEXT

Chart 10 - Economic Context for Retail E-Commerce

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 13 - Consumer Context for Retail E-Commerce

Chart 14 - Population 2020-2030

Chart 15 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

[Retail in Malaysia - Industry Overview](#)

## EXECUTIVE SUMMARY

2025 Developments

### KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Retail

### INDUSTRY PERFORMANCE

Retail Growth Slows as Consumers Seek Greater Value-For-Money

Chart 17 - Leading dollar-shop Eco Shop continues with aggressive expansion plans

Appliances and Electronics Specialists Retain Lead Despite Softening Demand

Ikea Reinvents Store Experience to Drive Physical Footfall and Brand Connection

Chart 18 - Ikea Malaysia creates in-store immersive house party

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

## WHAT'S NEXT?

Strong Focus on Value Amid Cost Pressures Fuels Retail Growth

Shopee, Lazada and Tiktok Shop Expand Social Commerce Reach

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Shopee and 99 Speedmart Sustain Leadership as Retail Remains Fragmented

Chart 23 - Analyst Insight for Retail

Wow Beauty and Jaya Grocer Signature Set New Experiential Benchmarks

Chart 24 - Wow Beauty delivers experiential retail at Pavilion Bukit Jalil

Chart 25 - Jaya Grocer reveals first Signature Outlet at KLGCC Mall

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

## OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Summary 1 - Standard Opening Hours by Channel Type 2025

Seasonality

Chinese New Year

Hari Raya Aidilfitri

Deepavali

Christmas

## ECONOMIC CONTEXT

Chart 28 - Economic Context for Retail

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 31 - Consumer Context for Retail

Chart 32 - Population 2020-2030

Chart 33 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/retail-e-commerce-in-malaysia/report](http://www.euromonitor.com/retail-e-commerce-in-malaysia/report).