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RAMADAN 2022 IN MALAYSIA

CONSUMER BEHAVIOUR TRENDS

Produced by Near

The month-long festivities of Ramadan or Hari Raya is a time of excitement, faith, and celebration in Malaysia. The season also marks a shift in consumer behaviour as millions of Muslims plan their festive shopping across different categories.

We studied the behaviour of different audience segments in Malaysia to answer key questions that can help businesses improve their marketing and advertising strategy.

- WHEN IS THE PEAK RAMADAN SHOPPING PERIOD FOR MUSLIMS IN MALAYSIA?

- WHAT CATEGORIES AND BRANDS ARE AUDIENCES INTERESTED IN?

- WHAT ARE THE TOP SHOPPING DESTINATIONS PREFERRED BY CONSUMERS?

- HOW DO DIFFERENT AUDIENCE SEGMENTS' MOBILE BEHAVIOUR COMPARE?

1. WHEN IS THE PEAK RAMADAN SHOPPING PERIOD FOR MUSLIMS IN MALAYSIA?

According to a recent Google report on Ramadan trends in Malaysia, the previous month (March) and the first week of Ramadan or Hari Raya is an awareness or consideration period when shoppers evaluate different products and brands, offers, and discounts. Peak buying happens from the second week until the last day of Ramadan (Hari Raya Aidilfitri).

Comparing footfall numbers for the periods before and during Ramadan, the data reveals that retailers and brands can expect a 20-30% increase in footfall during Ramadan (April 2 - May 2, 2022) compared to the prior month. This makes it an ideal time for brands and retailers to offer attractive deals and ramp up advertising campaigns.

2. WHAT CATEGORIES AND BRANDS ARE AUDIENCES INTERESTED IN?

Legend:
- Singles
- Parents
- Younger Females
- Matured Females
- Younger Males
- Matured Males
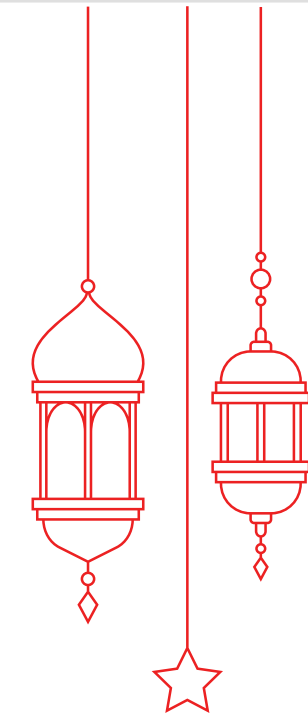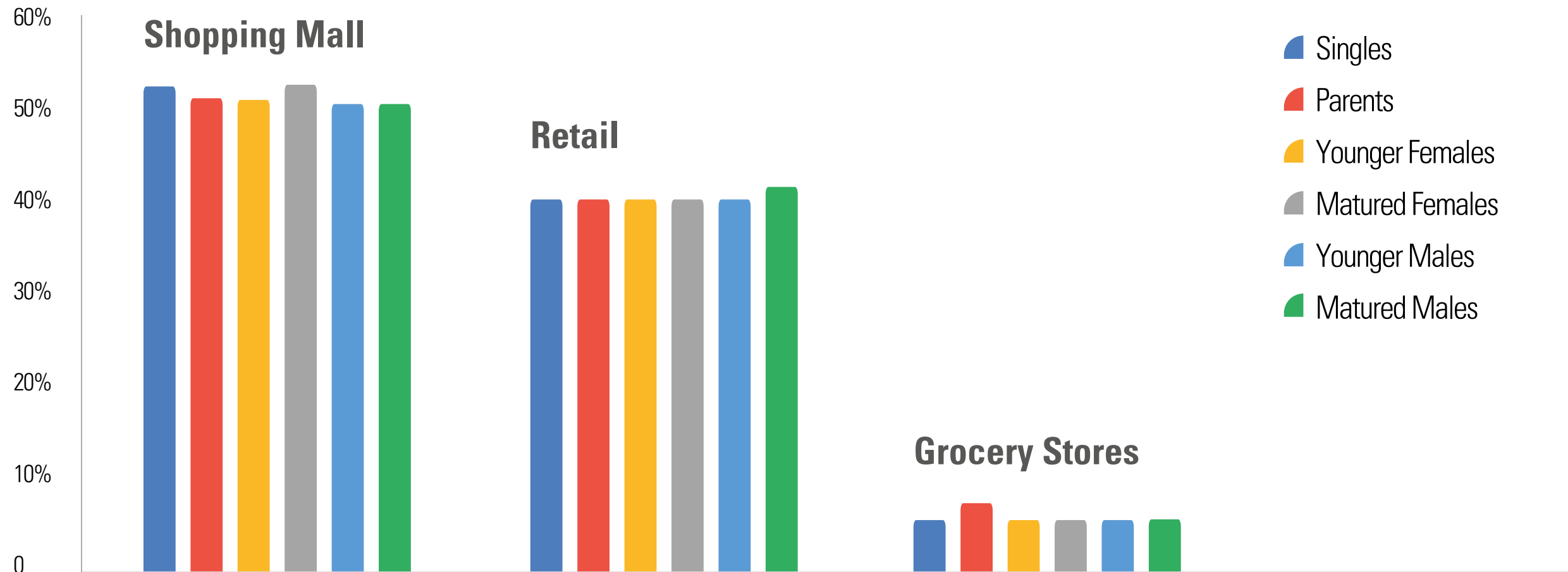
When looking at the preferred categories across different audience segments, shopping malls are the preferred category across all segments. This is followed closely by retail and more distantly by grocery stores. Consumers seem to seek out places offering a larger variety of products like shopping malls.

3. WHAT ARE THE TOP SHOPPING DESTINATIONS PREFERRED BY CONSUMERS?

Top shopping destinations across categories and audience segments:

Shopping Malls

AEON Mall
Midvalley Mall
Sogo Mall

**Grocery**

Giant
Tesco

Home Improvement
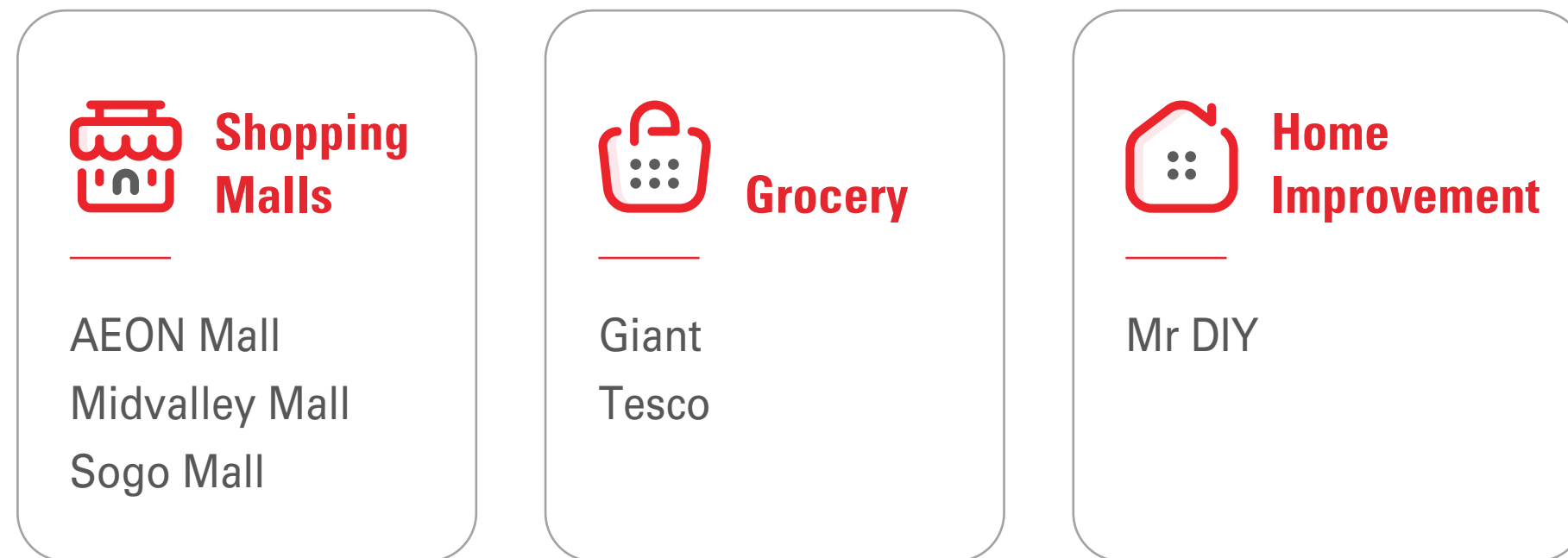
Mr DIY

AEON Mall was the preferred shopping destination for all audience segments. For grocery stores, Daiso and Econsave were the next top stores, followed by AEON. Mr. DIY was the preferred home improvement store for all audience segments.

4. HOW DO DIFFERENT AUDIENCE SEGMENTS' MOBILE BEHAVIOUR COMPARE?

While in-person shopping peaks during the later half of Ramadan, mobile usage is consistently high and can be a great way to capture mindshare for your audience. Here is how different segments differ in their mobile use:
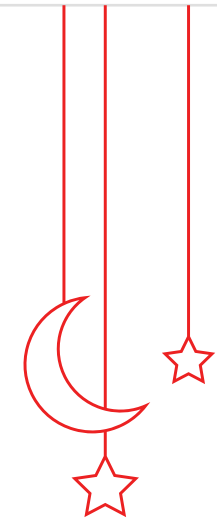
18-24 age group
Young Male Audiences

- **Top app categories:**
  Gaming, Technology, Photography

- **Preferred phone brands:**
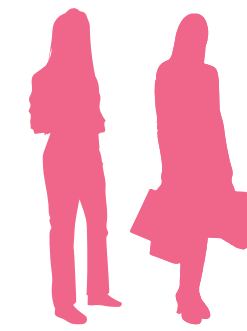 Apple, Samsung, Huawei

25-44 age group
Older Male Audiences

- **Top app categories:**
  Business and Finance, Sports, News

- **Preferred phone brands:**
  Apple, Samsung, Huawei

18-24 age group
Young Female Audiences

- **Top app categories:**
  Photography, Shopping, Games, and Puzzles

- **Preferred phone brands:**
  Apple, Oppo, Vivo

25-44 age group
Older Female Audiences

- **Top app categories:**
  Technology, Business, Books, and Literature

- **Preferred phone brands:**
  Apple, Samsung, Oppo

KEY TAKEAWAYS

With insights into peak shopping periods, audience behaviour, brand preferences, and more, businesses can optimise their marketing and operations to:
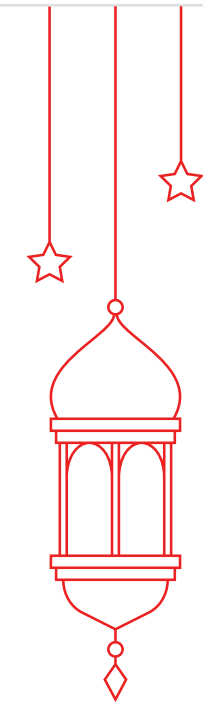
Prepare for peak shopping seasons with intelligence from recent peak shopping times, and align marketing efforts accordingly

Understand their audience and where they are visiting, both online and in person to know how to best reach them

Continue to turn to both first and third-party data to understand rapidly evolving consumer behaviour patterns

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Near, the global leader in privacy-led Data Intelligence, curates the world's largest source of intelligence on People, Places, and Products. Near processes data from over 1.6 billion monthly users in 44 countries to empower Marketing and Operational Leaders to confidently reach, understand, and market to highly targeted audiences and optimize their business results. With offices in Los Angeles, San Francisco, Paris, Bangalore, Singapore, Sydney and Tokyo, Near serves major brands in retail, real estate, travel, tourism, CPG, restaurants, technology, marketing, and other industries.

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