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The graphic features a blue background with a yellow sun on the left, green mountains on the right, and white waves at the bottom. Two white sailboats are on the left. The text 'e-Conomy SEA 2022' is centered, with 'e-' in white and 'Conomy' in white, and 'SEA 2022' in white to the right.

# e-Conomy SEA 2022

Through the waves, towards a sea of opportunity

# Malaysia

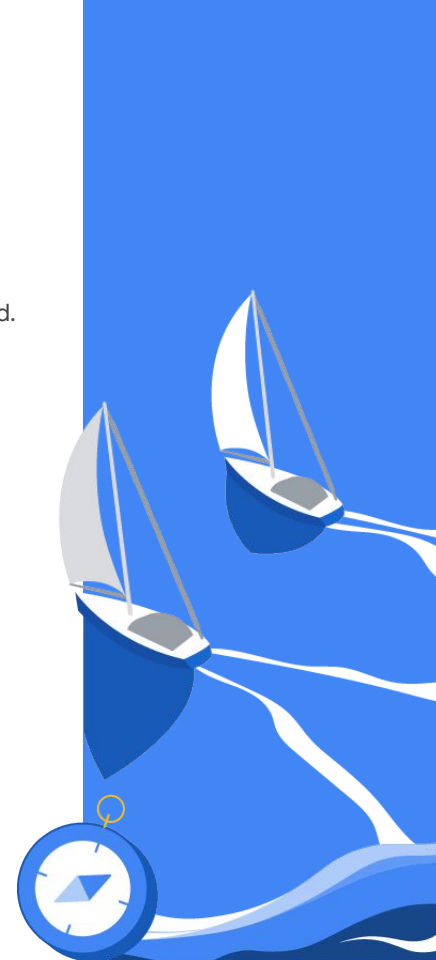


## Reference

e-Conomy SEA is a multi-year research programme launched by Google and Temasek in 2016. Bain & Company joined the programme as lead research partner in 2019. The research leverages Temasek insights, Bain analysis, Google Trends, primary research, expert interviews, and industry sources to shed light on the digital economy in Southeast Asia. The information included in this report is sourced as 'Google, Temasek and Bain, e-Conomy SEA 2022', unless otherwise specified.

## Disclaimer

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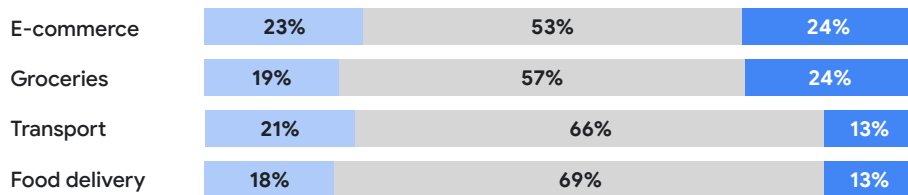


# Malaysia: Digital consumers in numbers

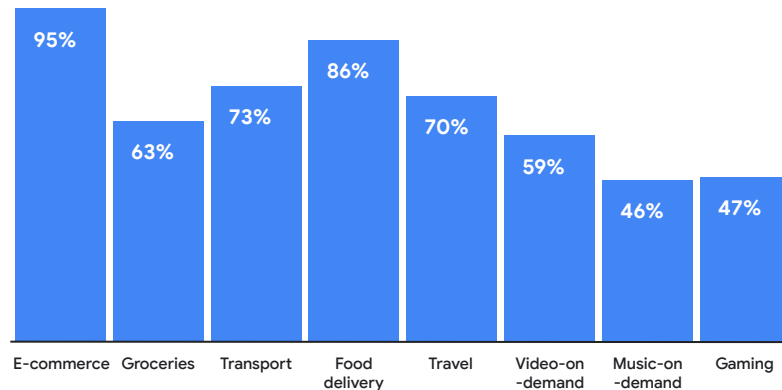
## Usage intent<sup>1</sup>

Intent to use the service in the next 12 months

● Less ● Same ● More



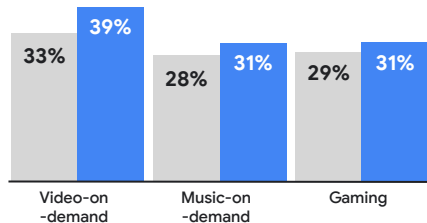
## % adoption across urban digital users



## Media usage frequency<sup>2</sup>

% using at least once a week

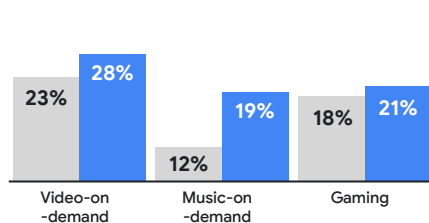
● SEA average ● Malaysia



## Media usage time<sup>3</sup>

% using >1 hour per day

● SEA average ● Malaysia



Declared willingness to **pay more**  
for a sustainable product or service<sup>4</sup>

38%

Questions: 1 - X10. How would you describe your intent to use [e-commerce, online groceries, transport, food delivery] in the next 12 months?; 2, 3 - 'Usage' derived from adoption of X usage frequency/time (among paying users in the past three months); 4 - On average, how much more would you be willing to pay for products/services that are more sustainable (e.g. reducing fuel/carbon emissions, etc)?

Base: Users by verticals in Malaysia, n=987

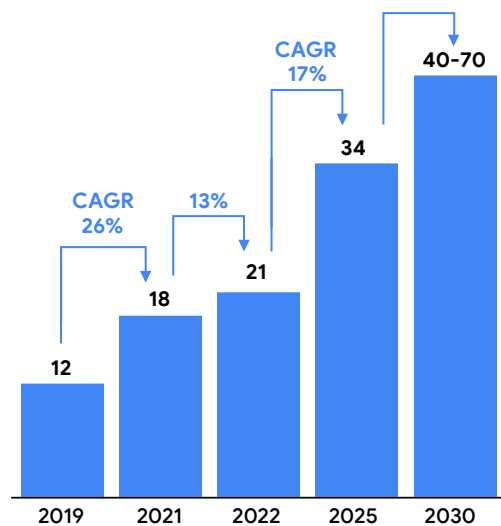
Source: Google-commissioned Ipsos e-Economy SEA Research 2022



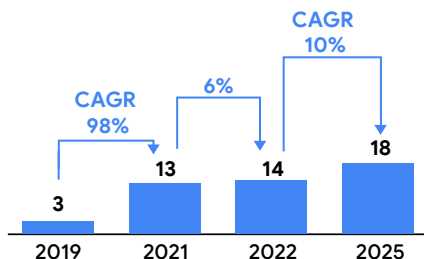
# The digital economy continues pushing towards ~\$35B in 2025, largely fuelled by e-commerce's S-shaped growth and online travel's U-shaped recovery

GMV (\$B)

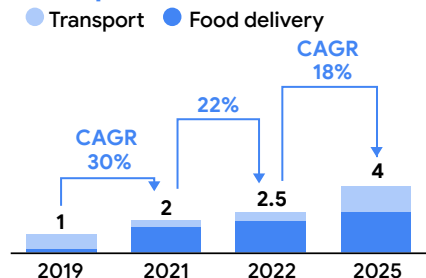
## Overall digital economy



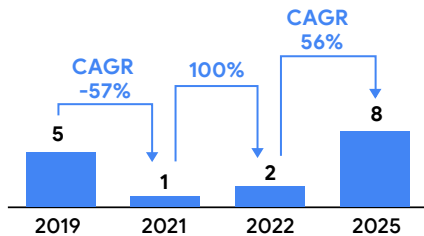
## E-commerce



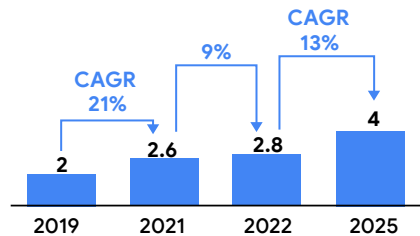
## Transport and food



## Online travel



## Online media

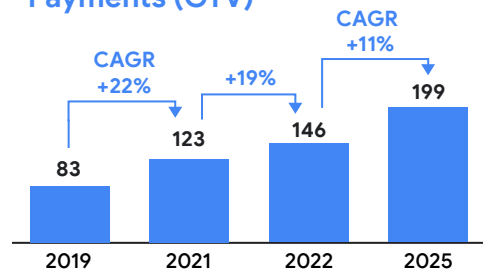




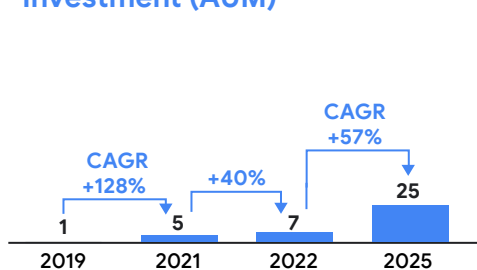
# DFS to accelerate towards 2025, driven by digital investments hitting ~\$25B AUM at 40% CAGR and lending reaching ~\$16B at ~39% CAGR

## Digital financial services (\$B)

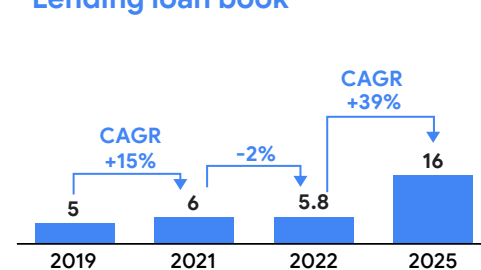
### Payments (GTV)



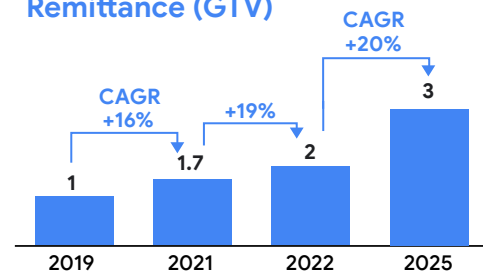
### Investment (AUM)



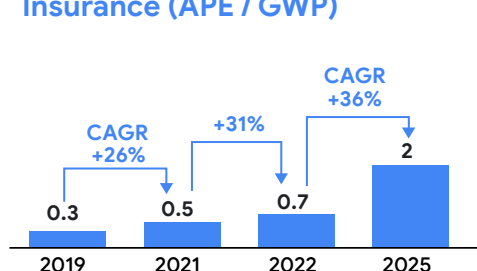
### Lending loan book



### Remittance (GTV)



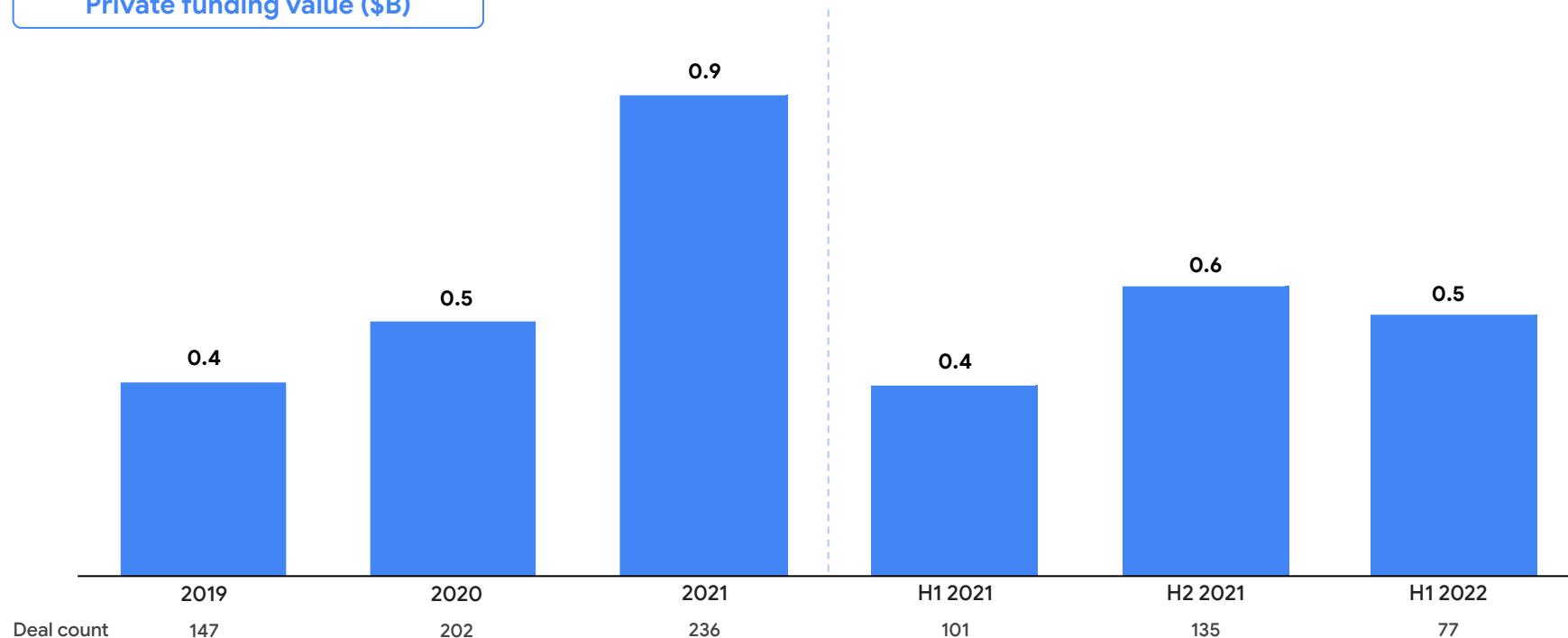
### Insurance (APE / GWP)





## Despite a ~30% drop in deal activity, deal value grew marginally YoY due to several high-profile investments in new categories

### Private funding value (\$B)

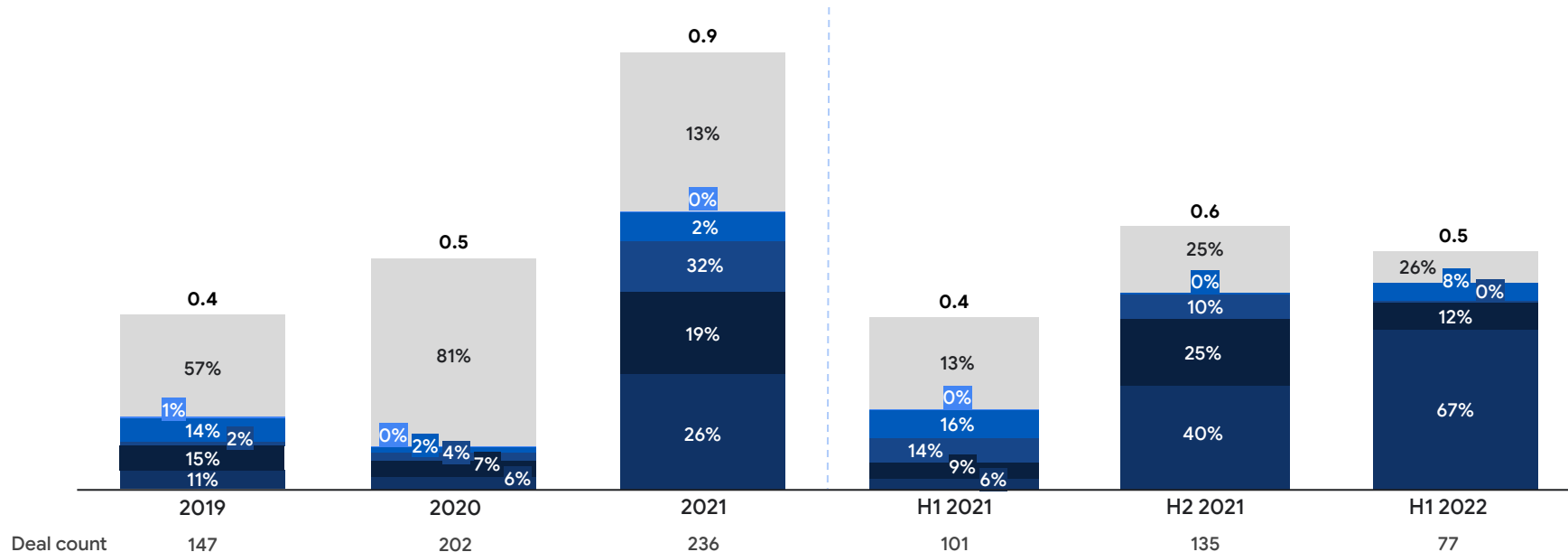




# E-commerce attracts ~\$340M in H1 2022, of which the bulk was allocated to Malaysia's first unicorn, outpacing DFS to become the investor favourite

## Private funding value (\$B)

● E-commerce ● DFS ● Transport ● Digital media ● Travel ● Others



Note: 'Others' include foodtech, B2B SaaS, Web3, cleantech, agritech, etc.  
Source: Bain analysis