Malaysia's eCommerce Market: 12 Things You Need To Know

1. **Malaysia's eCommerce Market Potential**
   - 34.7 million Malaysian currently have internet access, 90% of which are under 51 years and are estimated to spend 16 hours online per week.
   - 35% of all internet users cite mobile as their only way on which they access online content. Malaysia’s mobile internet users have grown significantly from 35% in 2011 to 67% in 2013, a 50% growth from 2012.
   - 74% of new eCommerce stores began on social sites and 8.7 million people visiting Facebook every day. Facebook is the most visited website in Malaysia with 27% of its overall usage coming from Malaysia.
   - 3G subscribers reached 67%, a 50% growth from 2012.
   - 18.7 million Malaysians have internet access, 90% of which are under 51 years and are estimated to spend 16 hours online per week. The mobile internet users have grown significantly from 35% in 2011 to 67% in 2013, a 50% growth from 2012.
   - 8.7 million people visit Facebook daily. 74% of new eCommerce stores began on social sites and 38% of eCommerce users are Under 35 years.
   - 13% of online shoppers have regretted a purchase because of a lower quality than what was advertised. The two key concerns that they:
     - Don’t Trust the Seller
     - Don’t Trust the Delivery
   - According to the Malaysian Chamber of Commerce and Industry of Malaysia, online consumer spent USD $2,000 out of Malaysia’s total retail sales of USD $27.6 billion in 2013.
   - Malaysia is an eCommerce powerhouse with rising internet adoption rates driven by increasing smartphone penetration and affordable internet.
   - Social media has led to 13 million mobile internet subscriptions, with 38% of eCommerce access to a credit card. Mastercard is the major operator at 55% market share. With 38% of eCommerce access to a credit card. Mastercard is the major operator at 55% market share. With 38% of eCommerce access to a credit card. Mastercard is the major operator at 55% market share. With 38% of eCommerce access to a credit card. Mastercard is the major operator at 55% market share. With 38% of eCommerce access to a credit card. Mastercard is the major operator at 55% market share. With 38% of eCommerce access to a credit card. Mastercard is the major operator at 55% market share. With 38% of eCommerce access to a credit card. Mastercard is the major operator at 55% market share. With 38% of eCommerce access to a credit card. Mastercard is the major operator at 55% market share. With 38% of eCommerce access to a credit card. Mastercard is the major operator at 55% market share. 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