



Malaysia

Payment and e-commerce report

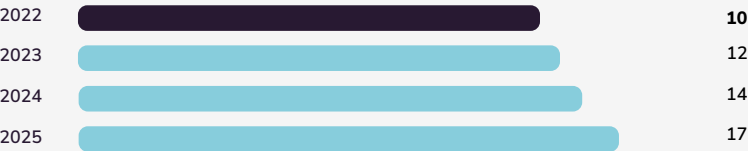


Key findings

- Between 2022 and 2023, the Malaysian e-commerce market will grow from US\$10 billion to US\$23 billion.
- The average Malaysian online shopper spends US\$326 a year with e-commerce merchants, set to rise to US\$685 by 2027.
- Malaysians use cards to pay for just 28% of their online purchases. For the rest they use cash and a variety of digital payment methods.
- Popular payment methods in Malaysia include GrabPay, Boost and bank-transfer app CIMB Clicks.
- Malaysians use mobile devices to complete 56% of their online transactions, making mobile optimization a must.

Malaysia

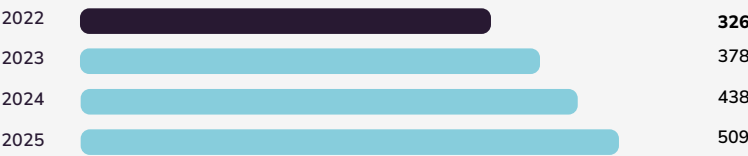
B2C e-commerce (\$USD Billions)



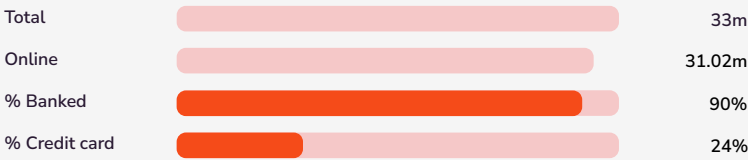
E-commerce % of total retail



Average online spend (\$USD)



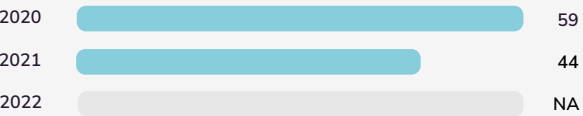
Population



% of online shoppers who have shopped cross-border 2021



Cross-border % of total e-commerce



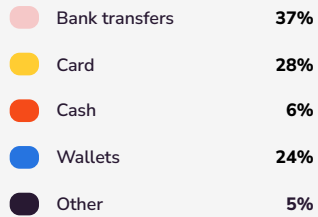
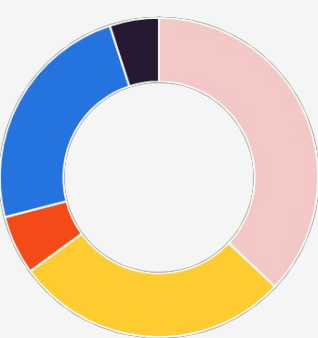
Value of cross-border e-commerce (\$USD billion)



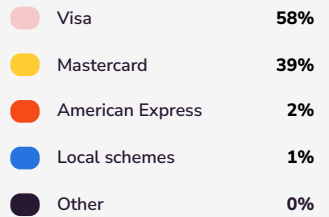
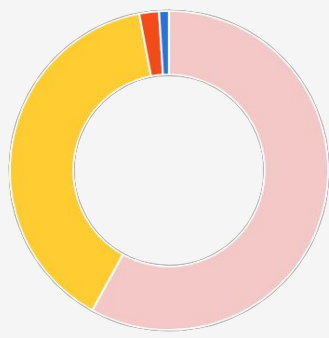
E-commerce completed on mobile device (%)



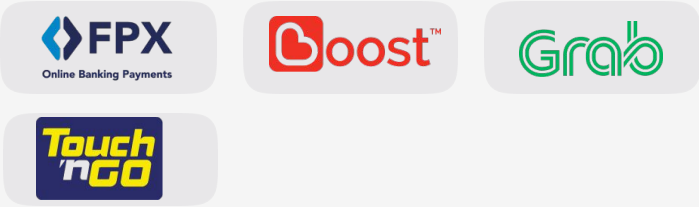
Payment method breakdown



Card scheme breakdown



LPMs available with PPRO





Launching payment methods can be costly and complex. Unless you partner with a pro.

We globalise payment platforms for businesses like yours so you can offer more choice at the checkout and boost cross-border sales.

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