

# Malaysia: Where are we?

Malaysia aspires to achieve developed status by 2020. This aspiration is not a pipedream as Malaysia is highly competitive and may be able to shift from middle income to high income within a couple of decades. This section shares the current profiling of Malaysia and beyond 2020.

SOURCE: INNOVARO

## DEMOGRAPHY

Malaysia is completing the demographic transition from developing to middle-income nation, with a slowing birthrate, rising age, and increasing urbanization.

## Rising Age



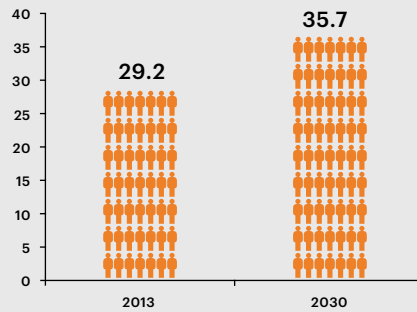
Population by broad age groups

Age group	2013	2030
	Population (millions)	Population (millions)
0 – 14	8.6	8.8
15 – 64	19.4	24.1
65+	1.6	3.7

Today, Malaysia is demographically young: with more than five children for every senior.

However, in 2030 the percentage of the population over age 65 will nearly double.

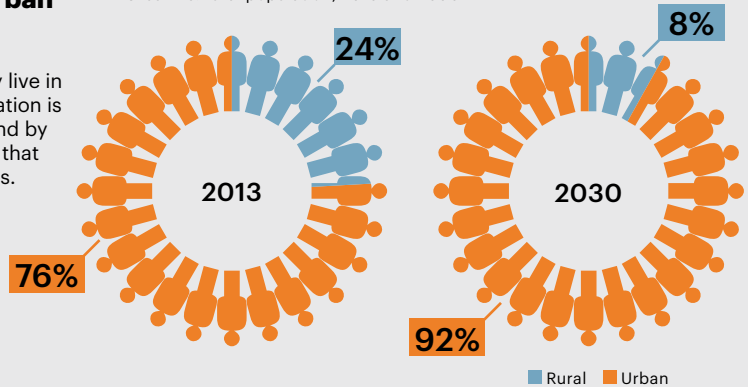
Total population, 2013 and 2030, in millions



## Increasing Urban Population

Three-fourths of Malaysians already live in cities, but urbanization is still proceeding, and by 2030 it is forecast that 92% will be in cities.

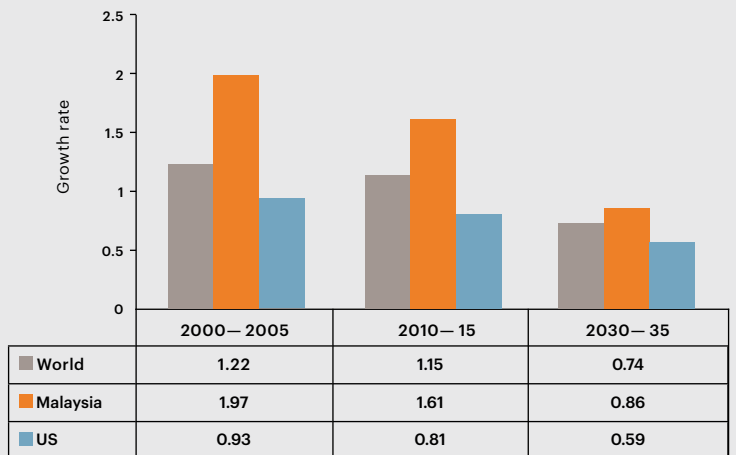
Urban vs. rural population, 2013 and 2030



## Slowing Birthrate

The growth rate is falling, and is expected to be only about half its present level by the 2030s.

Population growth rate



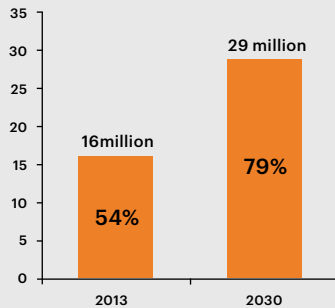
SOURCE: UN DEPARTMENT OF ECONOMIC AND SOCIAL AFFAIRS

## CONSUMER LIFE

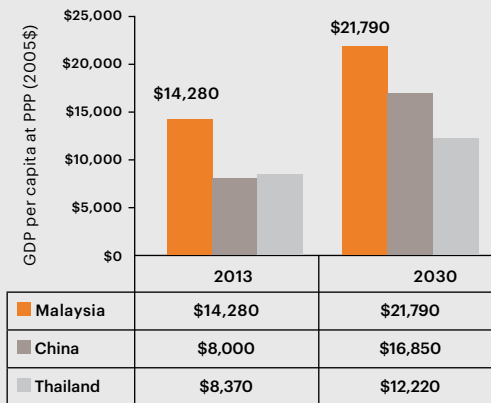
### Middle Class

The middle class is projected to rise rapidly over the next two decades, rising to 29 million representing 79% of the country's population.

Size of middle class

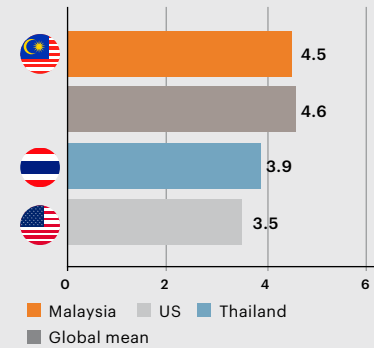


Income — GDP per capita at PPP (2005\$)



Other than Singapore, Malaysia is the wealthiest country of Southeast Asia. By 2030, Malaysia will be on par with incomes in Eastern Europe today.

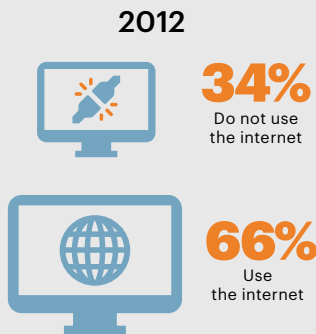
Buyer sophistication



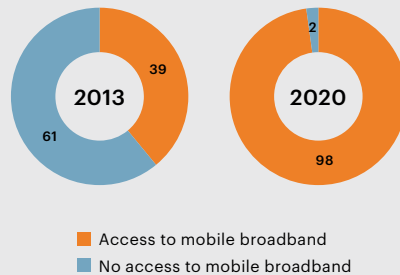
The World Economic Forum (WEF) poll among global executives about buyer sophistication revealed that Malaysia scored well above average—on par with the US or Germany, and higher than its neighbour Thailand.

Two-thirds of Malaysians have internet accessibility.

Percent Internet users



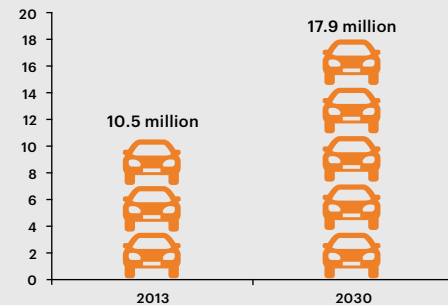
Population with access to mobile broadband (per 100)



M-commerce is growing rapidly in Malaysia, and taking up an increasing proportion of all e-commerce.

SOURCE: DIGITAL NEWS ASIA

Number of cars and trucks (all types), 2013 and 2030



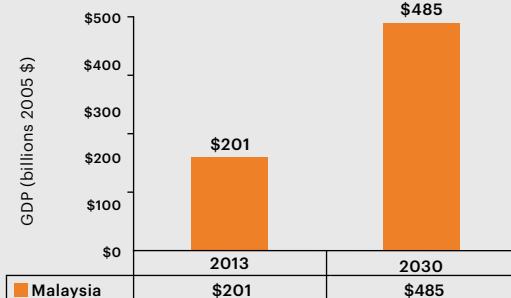
Vehicle ownership is relatively high for an emerging-market Asian country; at 361 cars and trucks per 1,000 people, it is the same as highly developed South Korea as of 2013.

Thailand: 127 Indonesia: 93 Vietnam: 16

## BUSINESS CONDITIONS

The Government is pursuing its multifaceted New Economic Model to double the per capita income by 2020.

GDP Forecast



Structure of the economy

