



MINISTRY OF ECONOMY  
DEPARTMENT OF STATISTICS MALAYSIA

# MALAYSIA'S E-COMMERCE PERFORMANCE

**Presenter:**  
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**Room XXVI, Palais des Nations, Geneva, Switzerland**  
**30<sup>th</sup> November – 1<sup>st</sup> December 2023**



20 OKT



2016 - 2030



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# OUTLINE



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**Objective Presentation**

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**Overview**

**3**

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**Other Statistics**

**5**

**Moving Forward**

# 1. OBJECTIVE PRESENTATION

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# 1. OBJECTIVE PRESENTATION



To share Malaysia's digital economy statistics  
and indicators.

# 2. OVERVIEW

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# 2.1 DEFINITION

## 1. Digital Economy

Economic and social activities that involve the production and use of digital technology by individuals, businesses and government

Source: Malaysia Digital Economy Blueprint. 2021

## 2. E-Commerce

- **Transaction:**
  - Sale / purchase of goods / services, conducted over computer networks by methods specifically designed for the purpose of receiving / placing of orders.
  - Can be between enterprises, households, individuals, governments, and other public or private organisations.
- **Payment and delivery:**
  - Do not have to be conducted online.
- **Include:**
  - Orders made in web pages, extranet or EDI.
  - The type is defined by the method of making the order.
- **Exclude:**
  - Orders made by telephone calls, facsimile, or manually typed e-mail.



Source: United Nations Conference on Trade and Development (UNCTAD) 2020



# 2.2 BRIEF HISTORY ON DIGITAL ECONOMY



- ICTSA Workshop with Australian Bureau of Statistics
- ICTSA 2005 & 2010

- ICTSA 2005-2013
- Development of Pilot Survey on Usage of ICT and E-Commerce by Establishment (ICTEC)

- ICTSA 2015
- Economic Census 2016 (Embedded ICTEC)
- ICTHS 2015

- ❖ ICTEC is an input to ICTSA
- ❖ Began in 2015 and Conducted Biennially

2011

2012

2013

2014

2015

2016

2017

2018

2023

2022

2021

2020

2019

- ICT Satellite Account (ICTSA)
- Digital Malaysia Lab
- Digital Malaysia Masterplan
- MSC Implementation Council

- ICTSA 2021
- ICTHS 2021
- Quarterly E-Commerce Income Q1-Q4, 2022

- ICTSA 2005-2012
- Development of ICT Use and Access by Individuals and Households Survey (ICTHS)

- ICTSA 2019 E-Commerce by Economic Sectors
- National Digital Economy and Fourth Industrial Revolution (4IR) Council
- ICTHS 2019

- ICTSA 2014: National E-Commerce Council (NECC)
- ICTEC 2014 Internal Circulation
- ICTHS 2014 Published to Public

- Research on Digital Economy
- ICTSA 2017
- ICTHS 2017 (Annually)

- ICTSA 2016
- E-Commerce Parameter based on Economic Census 2016
- 12th Malaysia Plan on Digital Economy

- ICTHS 2022
- ICTEC 2022
- Quarterly E-Commerce Income Q1 & Q2, 2023
- Q3, Q4 (Feb 2024)
- ICTSA 2022
- MDE 2022 (Nov)

- ICTEC & ICTHS 2020
- Quarterly E-Commerce Income Q2-Q4, 2021
- MyDigital Malaysia
- ICTSA 2020 & MDE 2021

- Malaysia Digital Economy (MDE) 2018
- ICTSA ICTHS 2018
- ICTEC 2018 Published to Public

- ❖ ICTHS supporting indicator for ICTSA since 2014
- ❖ E-Commerce on Households/ Individual



# 2.3 SURVEYS/CENSUSES, PUBLICATIONS AND DISSEMINATION



## 1. Surveys/Censuses

Monthly Distributive Trade (2019+)

Monthly Manufacturing (2020+)

Quarterly Services Survey (2019+)

Quarterly Construction Survey (2021+)

ICT Use and Access by Individuals and Households Survey (2013+)

Survey on Usage of ICT and E-Commerce by Establishment (2018, 2020 & 2022)

Annual Economic Survey (2018, 2020 & 2022)

Wholesale and Retail Census (2019)

Economic Census (2016,2023)

## 2. Publication

Quarterly E-Commerce Performance

ICT Use and Access by Individuals and Household

Usage of ICT & E-Commerce by Establishment

Annual Economic Statistics (ICT Sector)

Wholesale and Retail Census

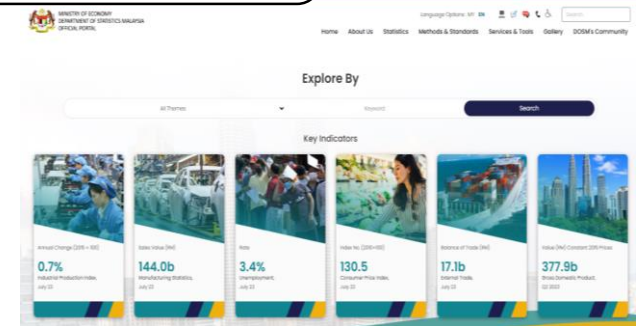
Economic Census

ICT Satellite Account

Malaysia Digital Economy

## 3. Dissemination

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# 3. PERFORMANCE

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# 3.1 ICT SATELLITE ACCOUNT



## 1. Contribution of ICT to GDP

**2022: RM412.3 billion**

2021: RM359.3 billion

**14.8%**

**23.0%**

Share to National Economy  
2021: 23.2%

**13.6%**

Gross Value Added  
ICT (GVAICT)

**9.4%**

E-commerce of  
non ICT industry

## 2. Import & Export

Net Exports  
of ICT Products  
remain Surplus of  
**RM135.7 billion** in 2022.  
2021: Surplus of RM95.3 billion



## 3. Employment and Compensation

**1.22 million** persons employed in ICT Industry  
contributed **7.9%** to the total employment in 2022.

2021: 1.21 million | 8.0% share



Compensation of employees in ICT Industry  
**RM85.0 billion** share of **34.9%** to GDP in 2022.

2021: RM78.2 billion | 36.1% share



Exchange rate: 2022: RM4.40/USD  
2021: RM4.15/USD

Note. ICT industry categories are ICT manufacturing, ICT trade, ICT services and Content and media



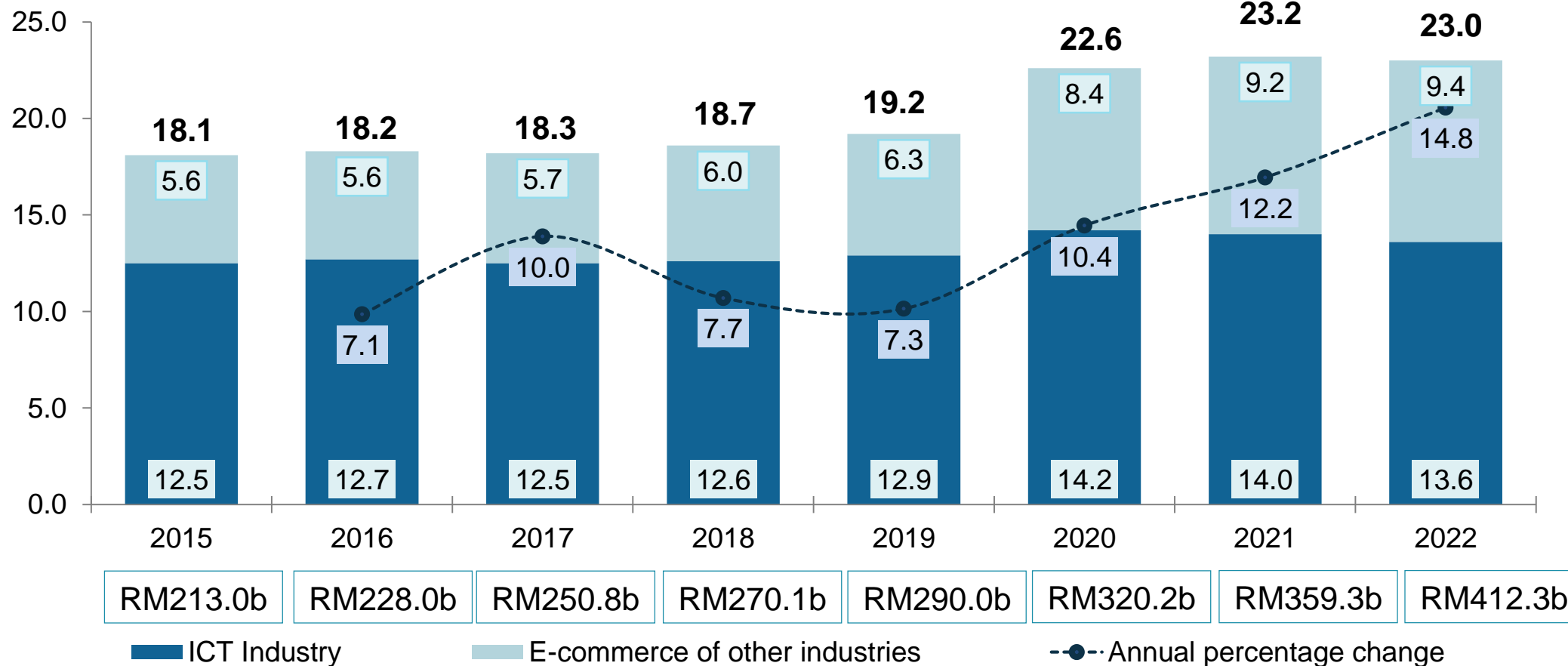
# 3.1 ICT SATELLITE ACCOUNT (cont.)



## 4. Contribution of ICT to GDP

The contribution of ICT and e-commerce to GDP increased 14.8 percent from RM359.3 billion in 2021 to RM412.3 billion in 2022.

Percentage (%)



Exchange rate: 2022: RM4.40/USD  
2021: RM4.15/USD

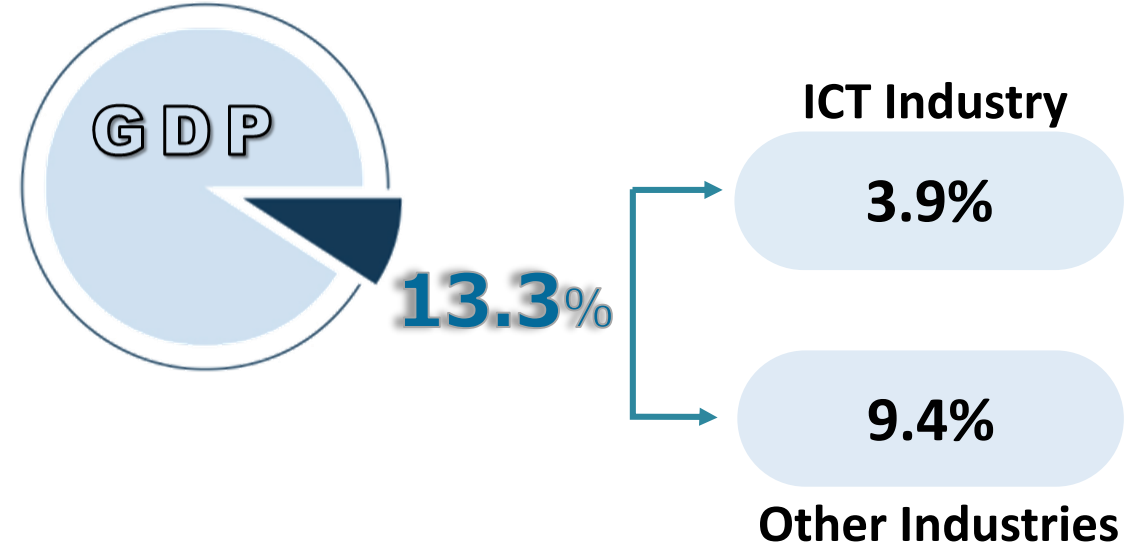
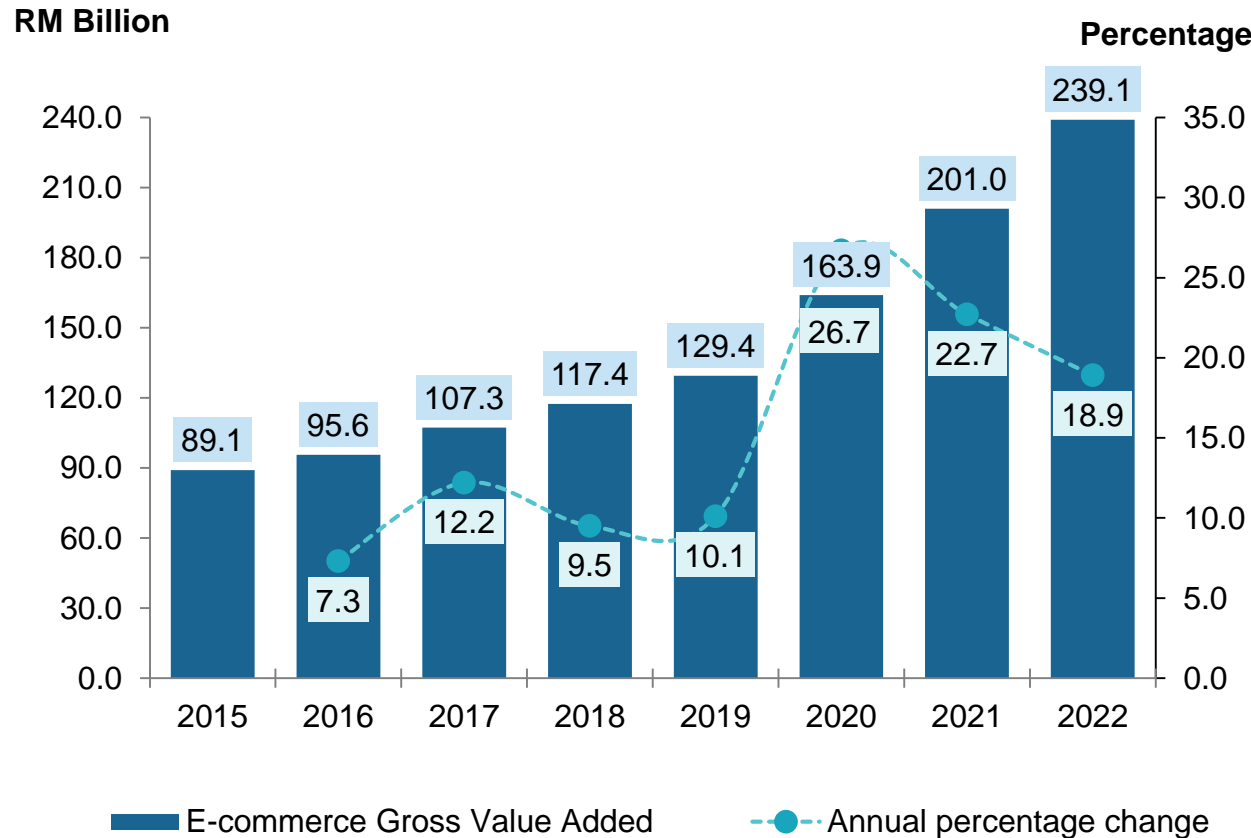


# 3.1 ICT SATELLITE ACCOUNT (cont.)



## 5. Contribution of e-commerce to GDP

The contribution of e-commerce to GDP increased 18.9 percent from RM201.0 billion in 2021 to RM239.1 billion in 2022.



### Value Added of E-Commerce

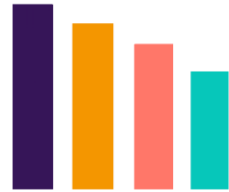
2022: RM239.1b  
2021: RM201.0b



Exchange rate: 2022: RM4.40/USD  
2021: RM4.15/USD



## 3.2 ICT SERVICES SECTOR



**Value of Gross Output**  
(RM Billion)

**2021**

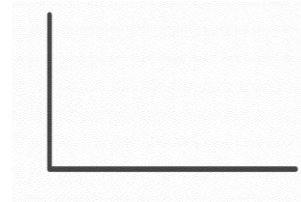
**182.2**

**2020**

172.9

Annual Growth Rate

**5.4%**



**Value of Intermediate Input**  
(RM Billion)

**87.4**

82.9

**5.5%**



**Value Added**  
(RM Billion)

**94.8**

90.0

**5.3%**



**Number of persons engaged**  
(Persons)

**241,711**

236,372

**2.3%**



**Salaries & Wages Paid**  
(RM Billion)

**14.8**

14.4

**2.2%**



**Value of Fixed Asset**  
(RM Billion)

**107.0**

104.8

**2.1%**

Data for Reference Year 2022 will be released on March 2024.

Exchange rate: 2021: RM4.15/USD  
2020: RM4.20/USD

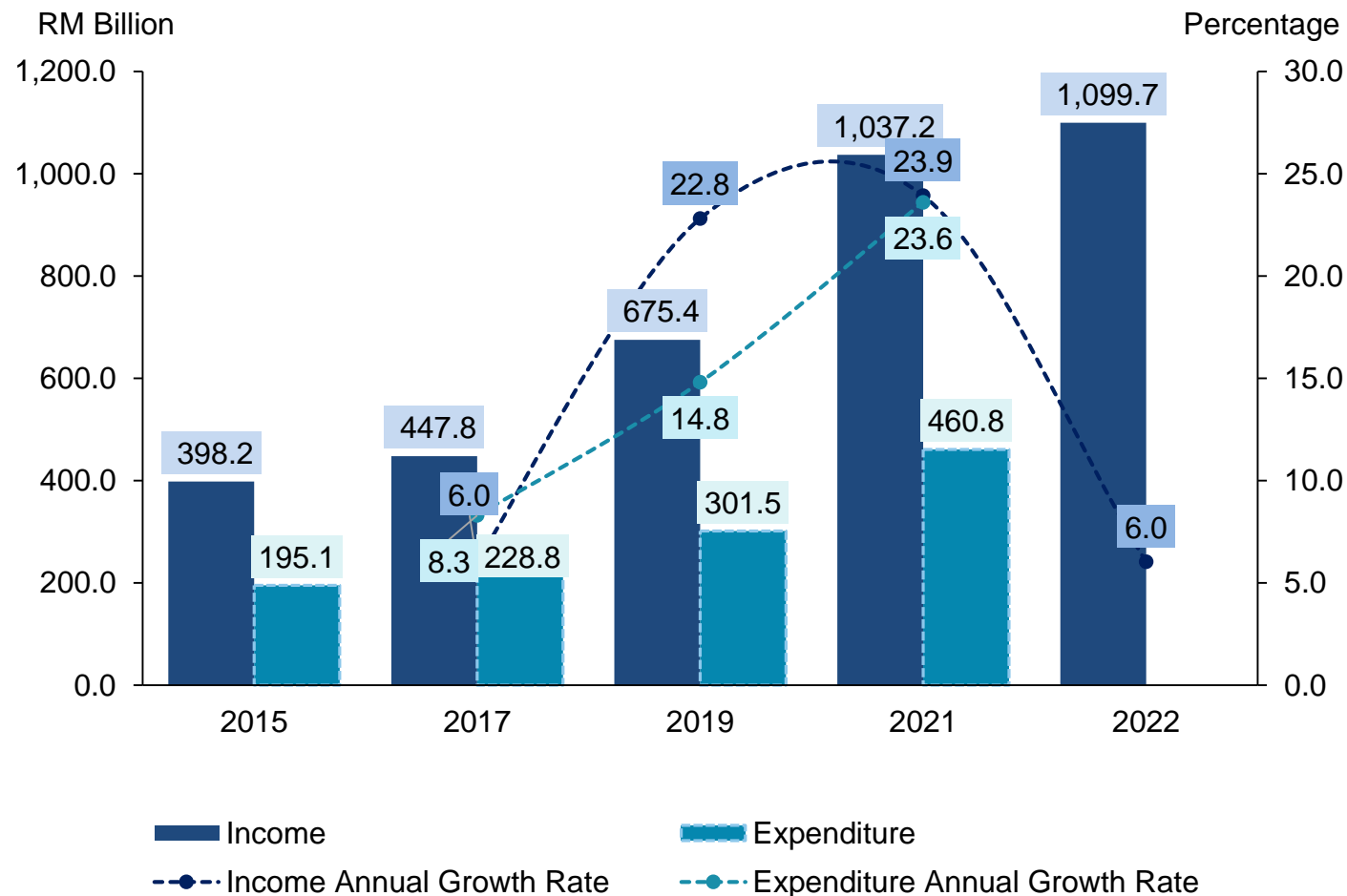
## Income and Expenditure of E-Commerce, 2015-2022

### 1. Income of E-Commerce

- Income from e-commerce transactions 2022 recorded **RM1,099.7 billion**, increased 6.0 per cent annually.

### 2. Expenditure of E-Commerce

- Expenditure through e-commerce transactions recorded **RM460.8 billion** in 2021 (2019: **RM301.5 billion**) with annual growth rate 23.6 per cent.



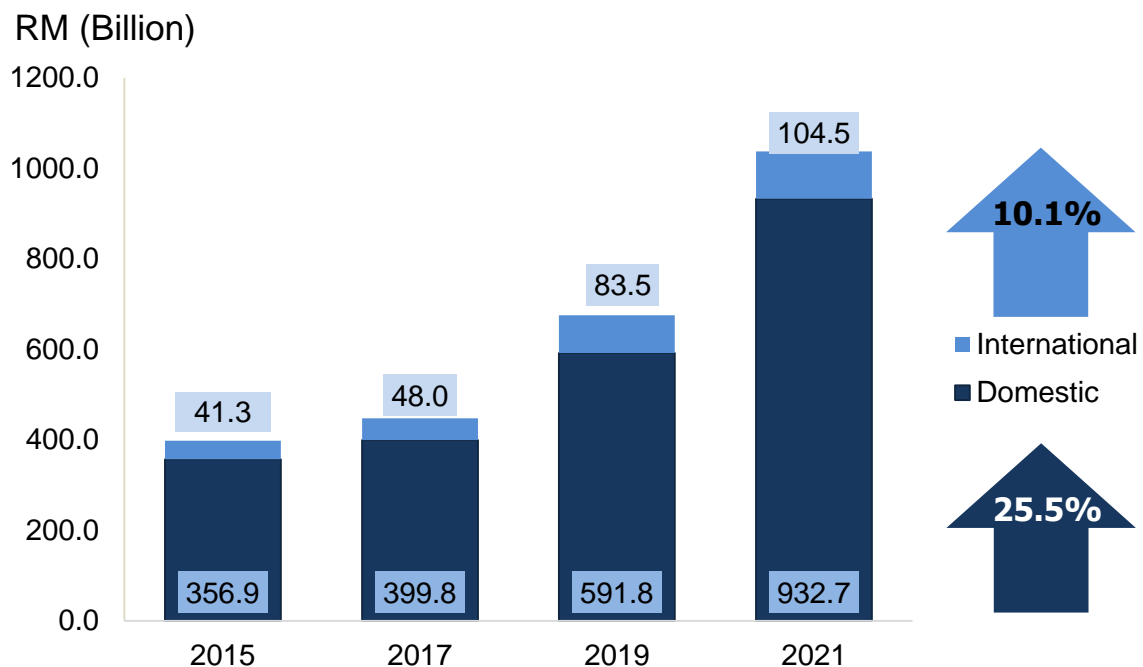
Exchange rate: 2022: RM4.40/USD  
2021: RM4.15/USD

Data for Reference Year 2022 will be released on June 2024



## 3. E-Commerce by Types of Market, 2015-2021

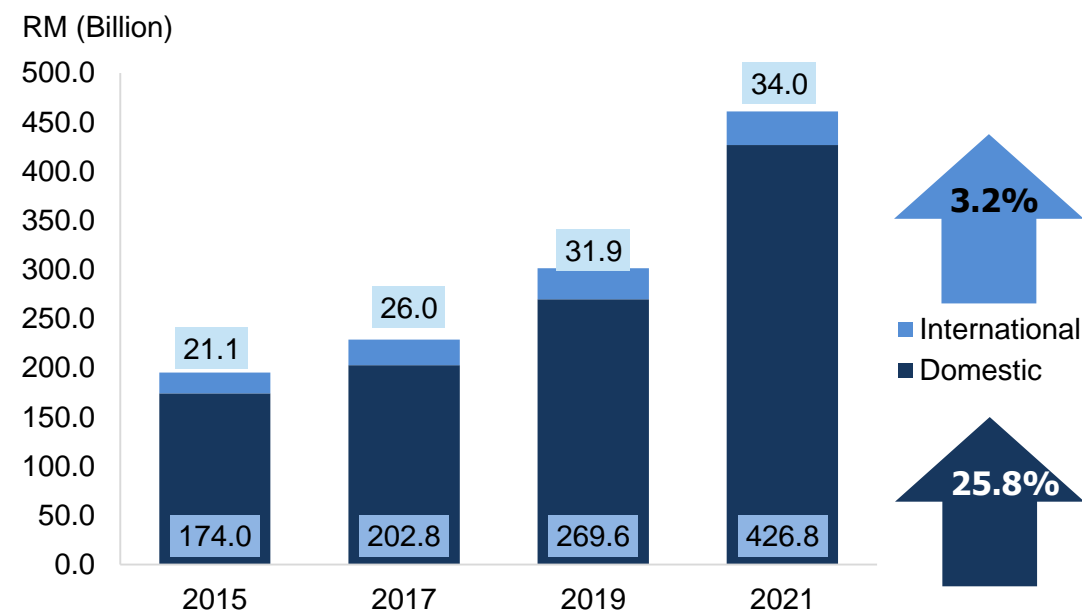
### i. Income of E-Commerce



- Share 2021:

- Domestic: 89.9% (2019: 87.6%)
- International: 10.1% (2019: 12.4%)

### ii. Expenditure of E-Commerce



- Share 2021:

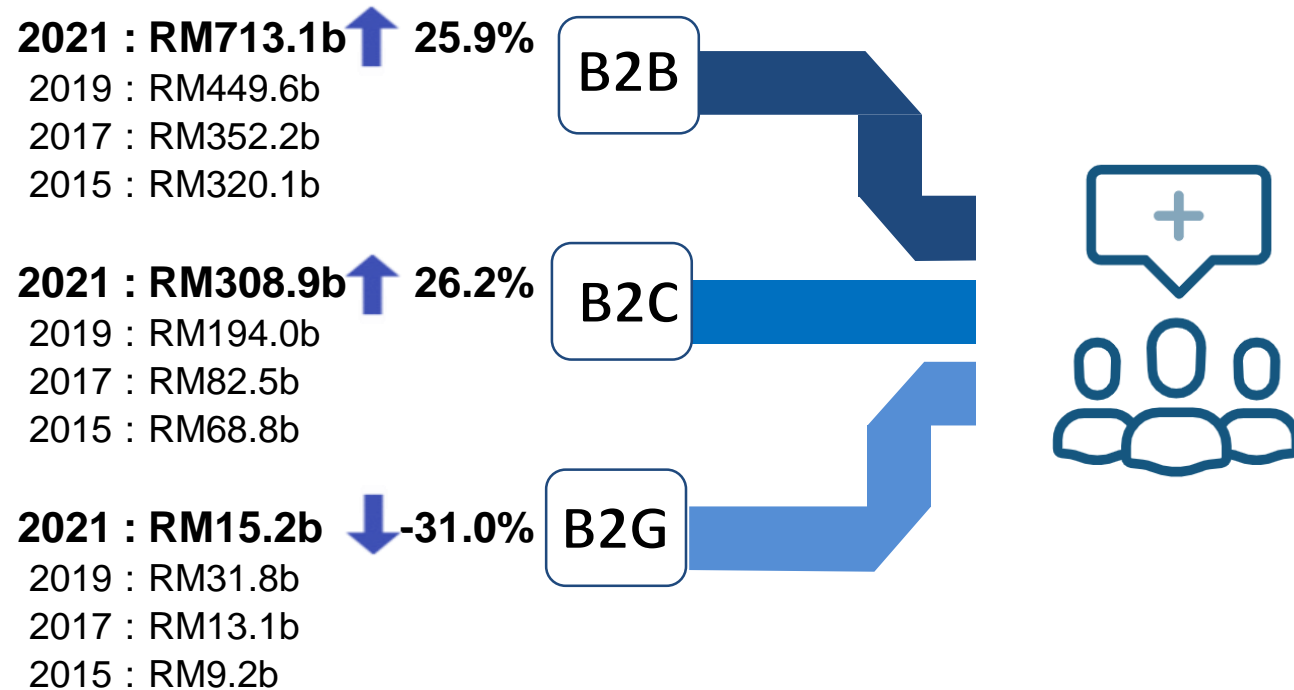
- Domestic: 92.6% (2019: 89.4%)
- International: 7.4% (2019: 10.6%)

Data for Reference Year 2022 will be released on June 2024

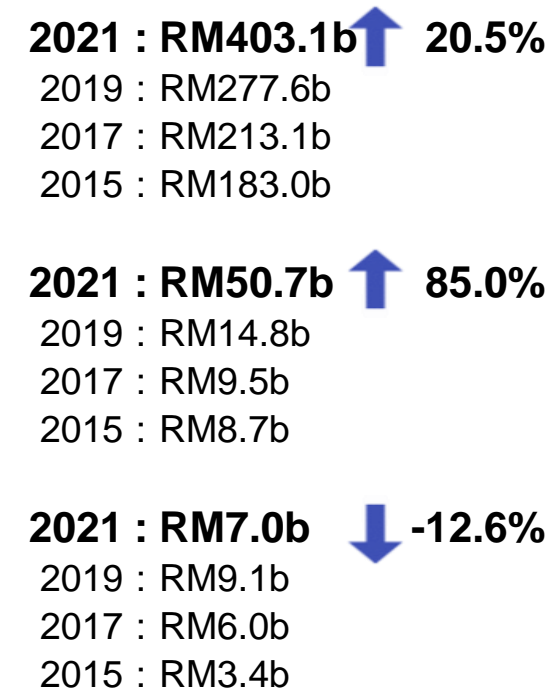


## 4. E-Commerce by Types of Customer, 2015-2021

### i. Income of E-Commerce



### ii. Expenditure of E-Commerce



↑: Annual Growth Rate

Exchange rate: 2021: RM4.15/USD  
 2019: RM4.14/USD

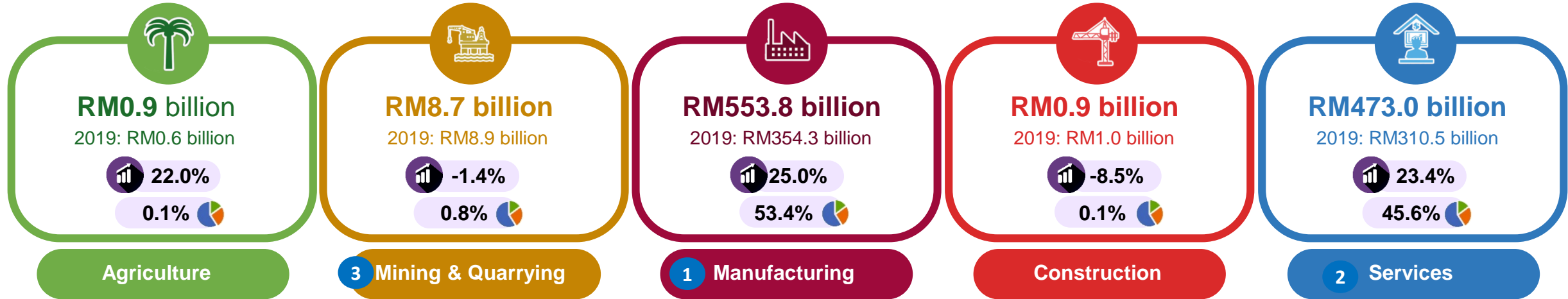




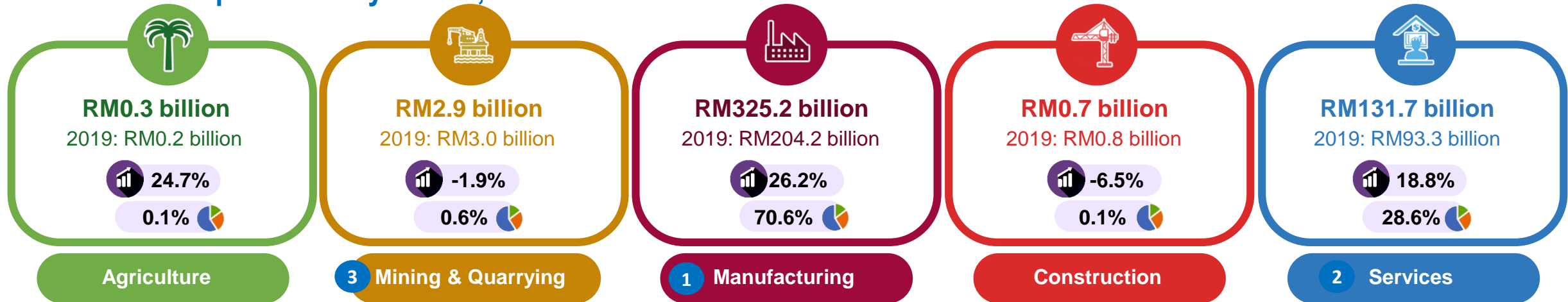
# 3.3 E-COMMERCE INCOME & EXPENDITURE (cont.)



## 5. E-Commerce Income by Sector, 2021



## 6. E-Commerce Expenditure by Sector, 2021



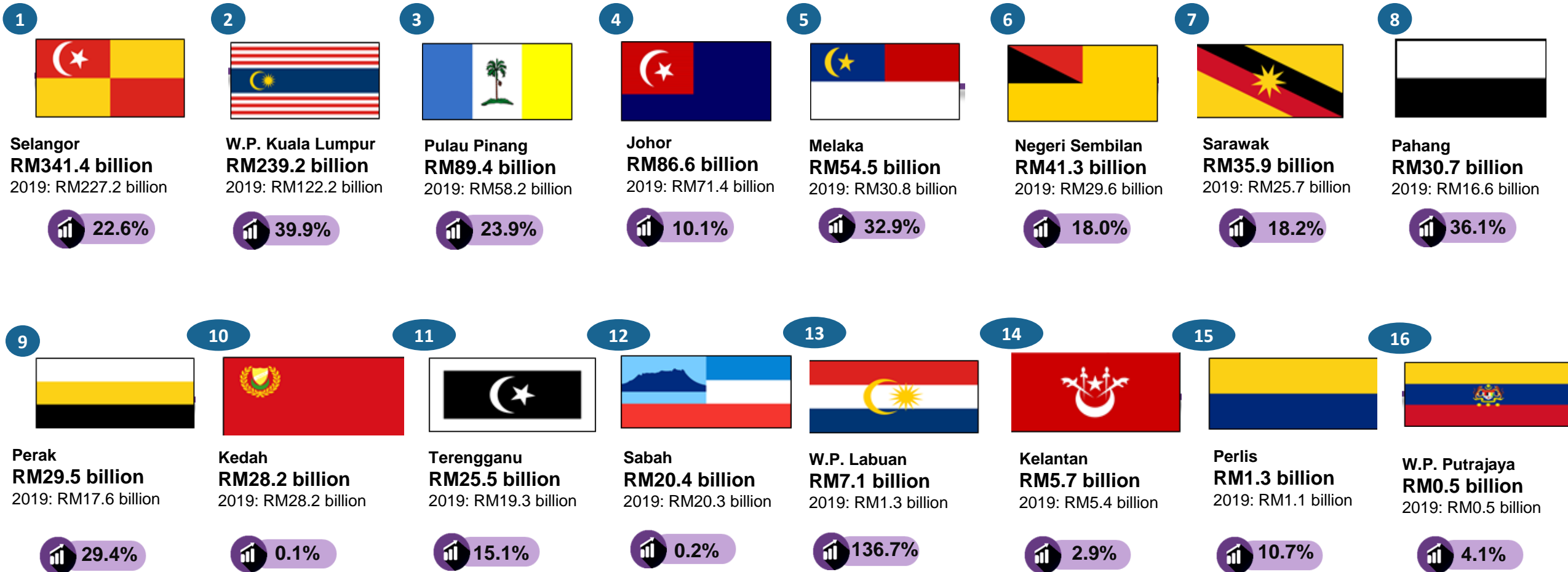
Note. Annual Growth Rate


Share

Exchange rate: 2021: RM4.15/USD  
2019: RM4.14/USD



## 7. E-Commerce Income by State, 2021

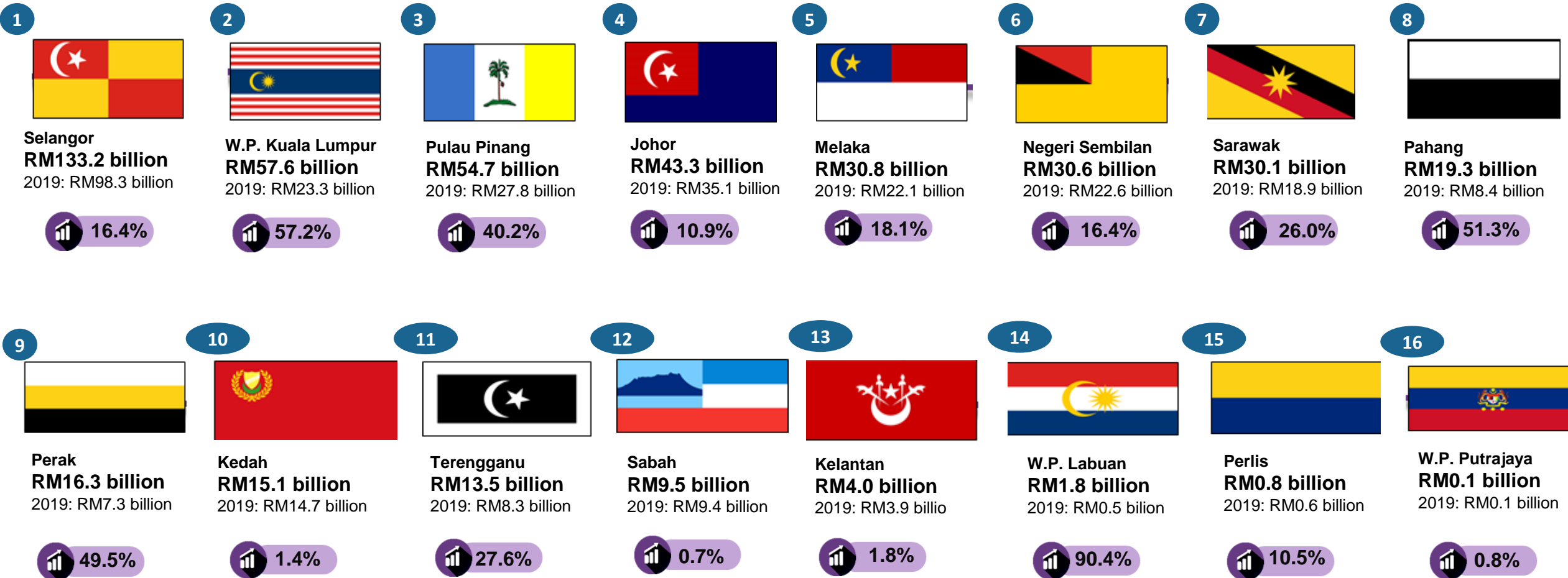



Note.  Annual Growth Rate

Exchange rate: 2021: RM4.15/USD  
2019: RM4.14/USD



## 8. E-Commerce Expenditure by State, 2021



Note.  Annual Growth Rate

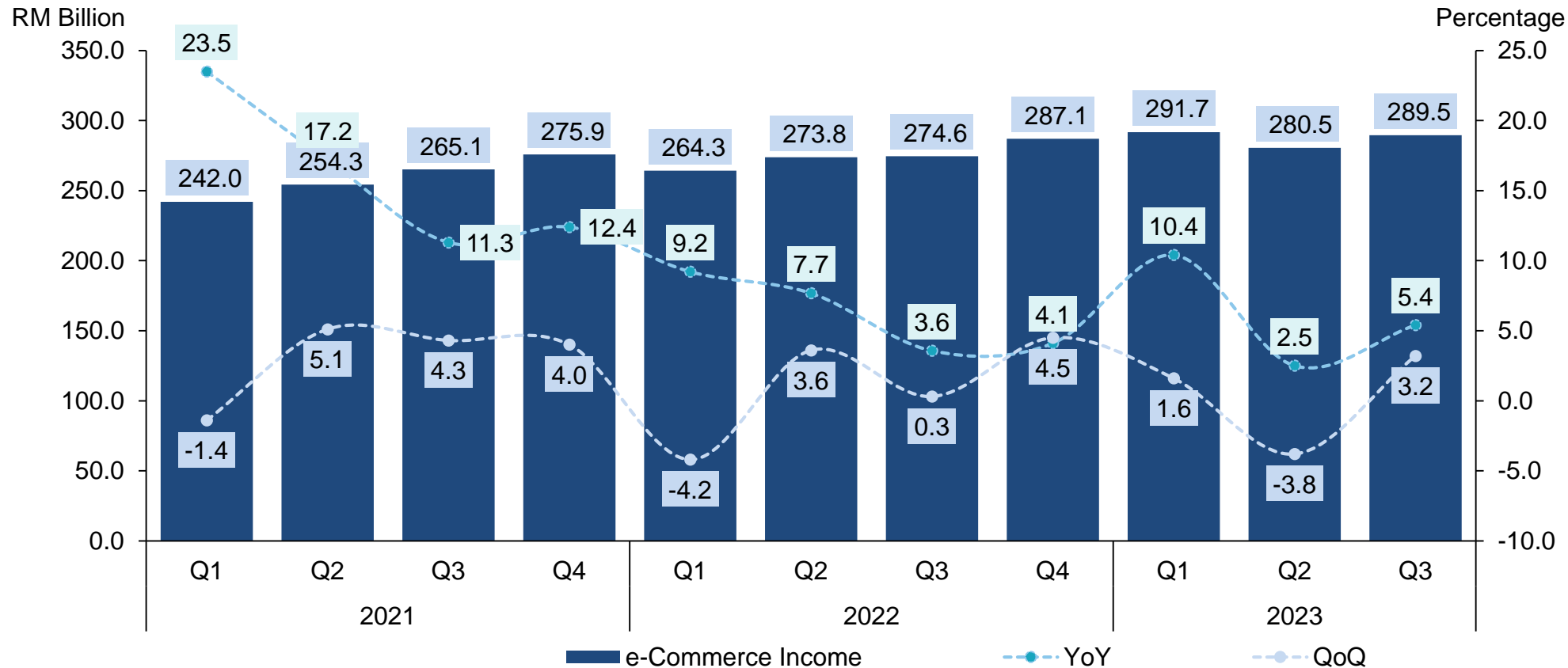
Exchange rate: 2021: RM4.15/USD  
2019: RM4.14/USD



# 3.4 QUARTERLY E-COMMERCE INCOME, MALAYSIA



## Quarterly performance for E-Commerce Income, Q1 2021 – Q3 2023



### Q3 2023:

- QoQ: 3.2%
- YoY: 5.4%
- RM 289.5 billion



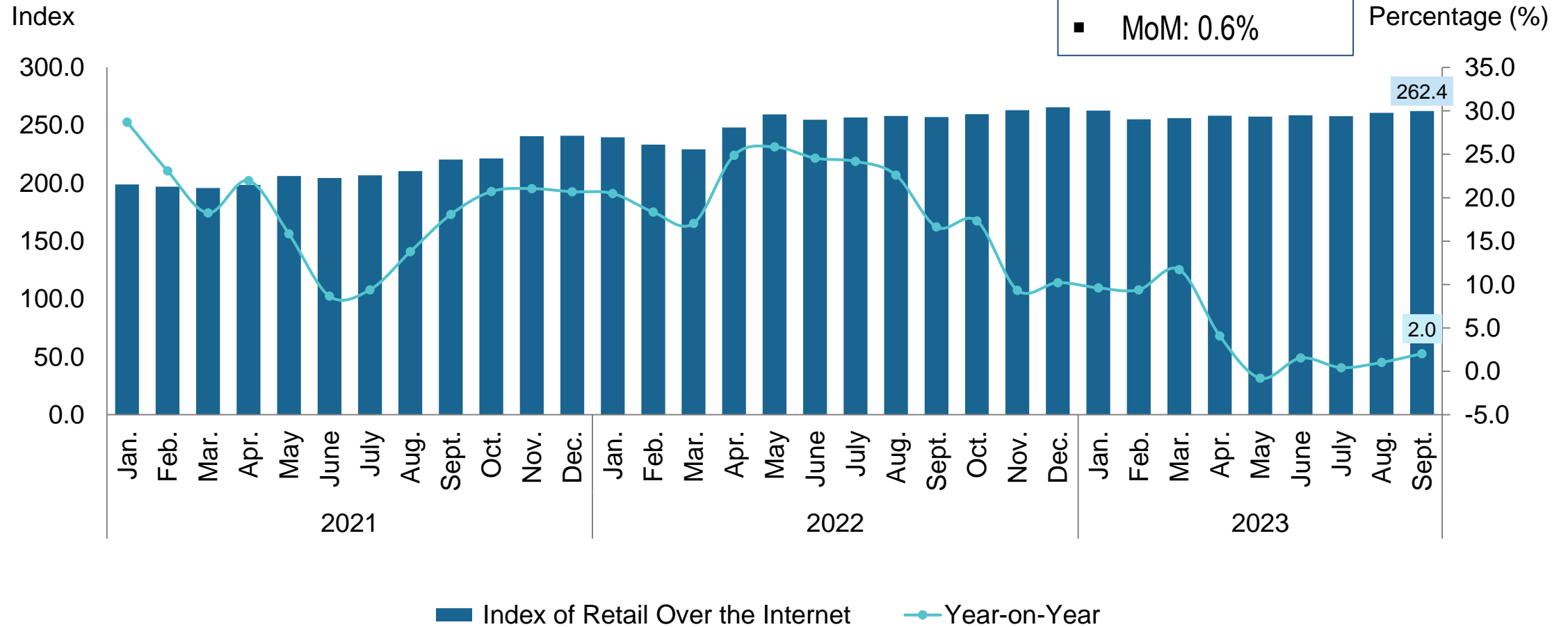
# 3.5 ONLINE RETAIL INDEX



## Index of Retail Over the Internet, Jan 2021 –Sept 2023

### September 2023:

- 262.4 points
- YoY: 2.0%
- MoM: 0.6%





# 3.6 USAGE OF ICT BY ESTABLISHMENTS



## 1. Usage of ICT by Establishment



**Computer**  
**2021: 93.8%**  
2019: 86.2%



**Internet**  
**2021: 90.6%**  
2019: 85.2%



**Web presence**  
**2021: 63.3%**  
2019: 53.9%

## 2. Types of Internet Access Used by Establishments



**Fixed  
Broadband**  
**2021: 92.7%**  
2019: 83.7%



**Mobile  
Broadband**  
**2021: 75.4%**  
2019: 70.8%



**Fixed Broadband &  
Mobile Broadband**  
**2021: 68.0%**  
2019: 60.3%

## 3. Computer Network Used by Establishments

<b>Intranet</b>	⋮	<b>Extranet</b>	⋮	<b>LAN</b>	⋮	<b>WLAN</b>	⋮	<b>WAN</b>	⋮	<b>Others</b>
<b>2021: 46.6%</b>		<b>2021: 16.7%</b>		<b>2021: 73.4%</b>		<b>2021: 67.6%</b>		<b>2021: 85.1%</b>		<b>2021: 6.1%</b>
2019: 39.7%		2019: 13.5%		2019: 66.9%		2019: 61.0%		2019: 84.9%		2019: 4.7%

**Note.**

LAN -Local Area Network

WLAN –Wireless Local Area Network

WAN –Wide Area Network



## 3.7 USAGE OF ICT BY HOUSEHOLD AND INDIVIDUAL



### 1. Households Access to Computer



**Computer**  
**2022: 91.3%**  
2021: 88.3%

### 2. Households Access to Internet



**Internet**  
**2022: 96.0%**  
2021: 94.9%

**Fixed (wired) broadband**

**2022: 46.4%**  
2021: 41.2%



**Mobile broadband**

**2022: 95.5%**  
2021: 94.0%



### 3. Households Access to Mobile Phone



**Mobile Phone**  
**2022: 99.3%**  
2021: 99.6%

**Feature Phone**

**2022: 16.2%**  
2021: 15.2%



**Smart Phone**

**2022: 97.3%**  
2021: 96.6%



### 4. Individual Use of ICT Services and Equipment



**Computer**  
**2022: 80.2%**  
2021: 83.5%



**Internet**  
**2022: 97.4%**  
2021: 96.8%



**Mobile Phone**  
**2022: 99.1%**  
2021: 98.7%

# 4. OTHER STATISTICS

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# 4. OTHER STATISTICS



## 1. Penetration Rates

Indicator	2018	2019	2020	2021	2022
Fixed Broadband subscriptions per 100 premises (%)	-	32.8	37.2	40.8	47.6
Pay TV per 100 households (%)	-	86.3	89.0	80.1	80.6

Source: Malaysia Digital Economy Blueprint. 2021

## 2. Broadband Subscriptions



Indicator	2018	2019	2020	2021	2022
Mobile broadband subscriptions (million)	36.8	40.4	38.8	42.0	43.2
Mobile broadband subscriptions per 100 inhabitants (%)	113.0	123.7	118.7	126.4	131.0

Source: Malaysia Digital Economy Blueprint. 2021



# 4. OTHER STATISTICS (cont.)



## 3. 4G Coverage

Indicator	2018	2019	2020	2021	2022
Percentage of population covered by at least LTE/WIMAX mobile networks	79.7%	82.2%	93.5%	95.4%	96.9%

Source: Malaysia Digital Economy Blueprint. 2021

## 4. 5G Coverage



Indicator	2018	2019	2020	2021	2022
Percentage of population covered by at least 5G mobile networks	N/A	N/A	N/A	4.0%	47.1%

Source: Malaysia Digital Economy Blueprint. 2021

# 8. MOVING FORWARD

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## 8. MOVING FORWARD



Malaysia currently developing quarterly e-commerce by expenditure.

# "Gemilang"

## Verse 1

In the currents of these changing times, full of obstacles and strife, We keep on stepping, evolving, reaching for success in life.

## Verse 2

In unity, with hearts ablaze, we're driven by a vision bold, Standing in the eyes of the world



VIDEO "GEMILANG"

<https://bit.ly/DOSMGemilang>

## Chorus

Glorious, our data's winning, accolades adorn our name, Proving that we're capable of Gemilang, spreading international fame. With united energy, hand in hand, success is gained

## Bridge

Our strategic steps are etched in history, an inspiration grand, In the harp of time, heard across the land.

# THANK YOU



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