



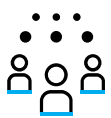
# MALAYSIA'S PAYMENT LANDSCAPE 2018

## NIELSEN SYNDICATED STUDIES

As with several other economies, there is a rapid change that is happening across the Malaysian payment landscape. In-line with Malaysia's digital vision, the Government is encouraging new and existing players to drive cashless payments. Driven by positive consumer demand, Malaysia is currently racing to keep up with countries leading the world in cashless transactions such as Canada, the UK, France, China and Japan.

The [Nielsen Payment Landscape Report](#) takes a closer look at Malaysians' spending, focusing on how they manage their finances, make payments and the role that traditional and the new-age fintech providers play in their lives.

The report consists of 4 chapters:



**CHAPTER 1**  
**CASH VS. NON-CASH:  
BEHAVIOUR OF  
MALAYSIANS**



**CHAPTER 2**  
**BRAND HEALTH &  
PERCEPTIONS  
TOWARDS DIGITAL  
PAYMENT SOLUTIONS**



**CHAPTER 3**  
**TRIGGERS & BARRIERS  
TOWARDS DIGITAL  
PAYMENT SOLUTIONS**



**CHAPTER 4**  
**PERCEPTIONS &  
EXPECTATIONS  
OF MALAYSIAN MERCHANTS**

TO PURCHASE THE FULL REPORT, PLEASE CONTACT YOUR NIELSEN REPRESENTATIVE  
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