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

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