

# Digital Mum Survey Malaysia 2022

May 2022

theAsianparent

#1 parenting app in Southeast Asia



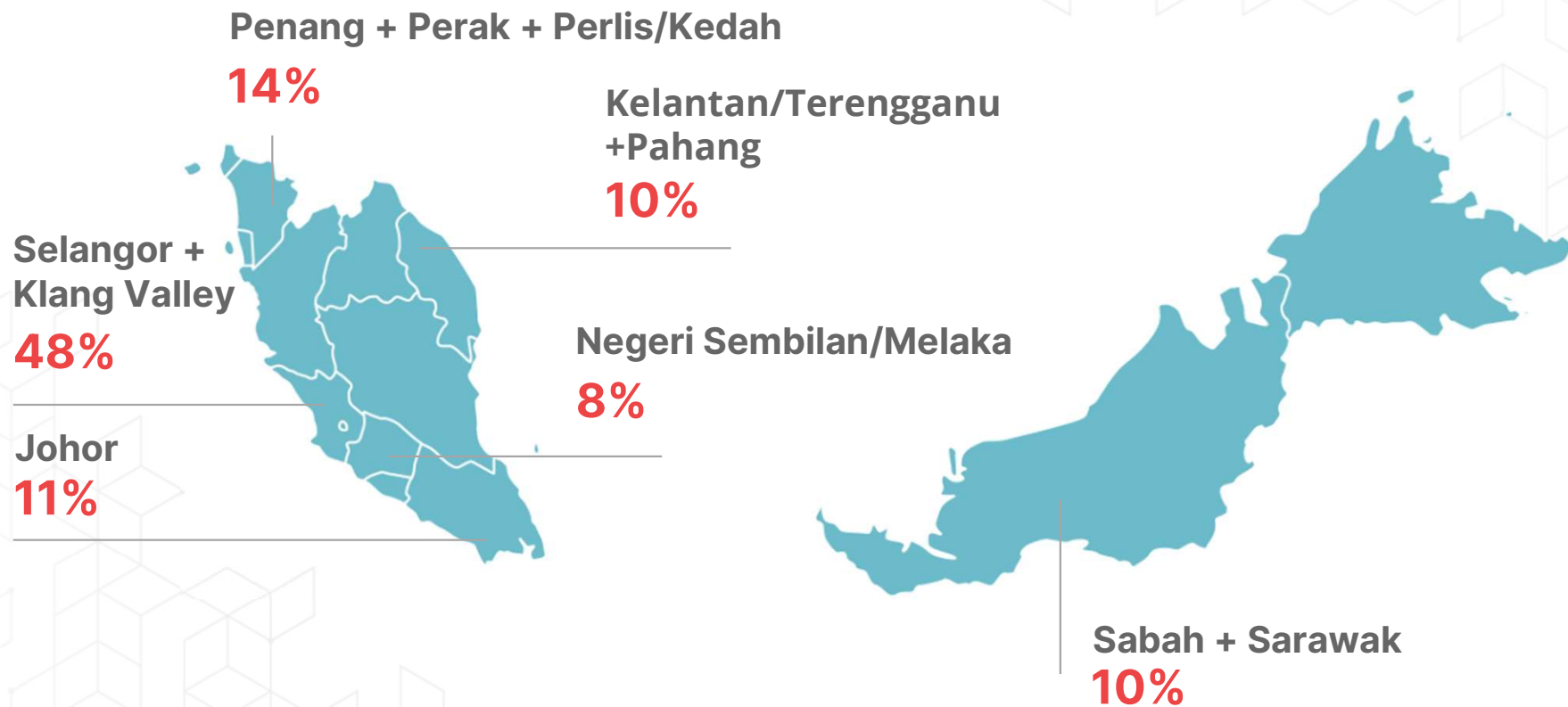
Demographics

# Meet our digital mums

Photo by [Pickawood](#) on [Unsplash](#)

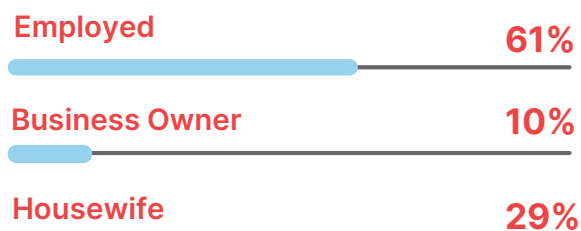
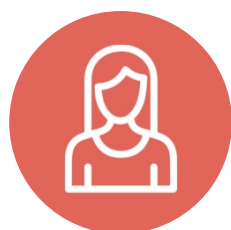


## Region

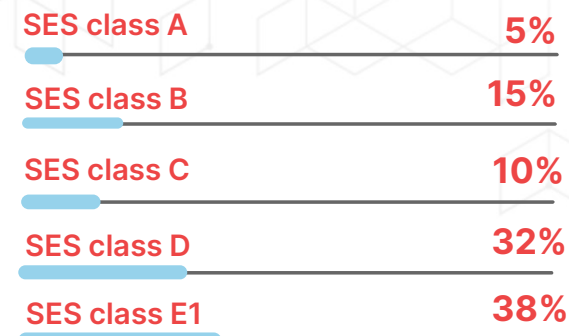


Base: 669, All Respondents

## Occupation



## SES groups



## Age groups

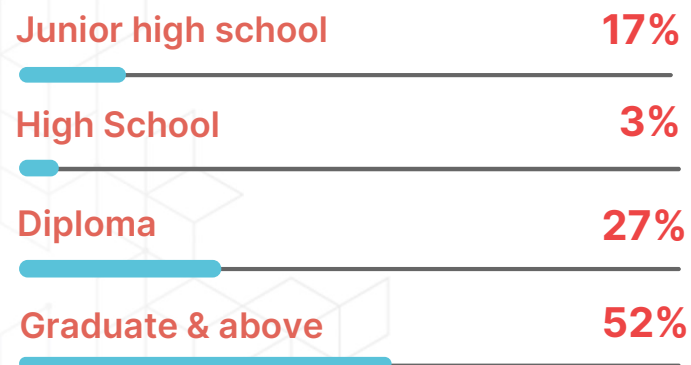


## No. of child



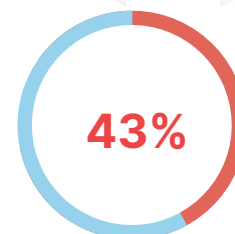


## Education

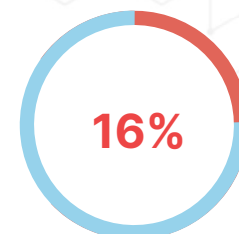


Base: 669, All Respondents

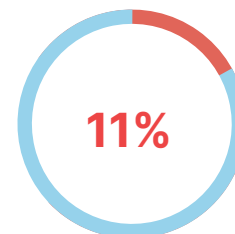
78% of audience are mums with....



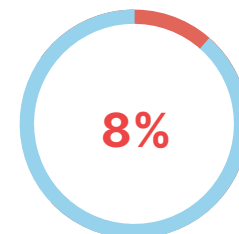
1 Child



2 Children



3 Children



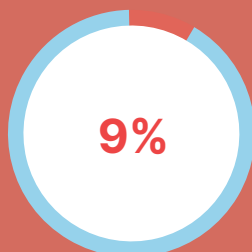
More than 3

22% are first-time pregnant

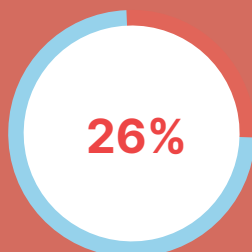
## Age of youngest child (amongst those have children)



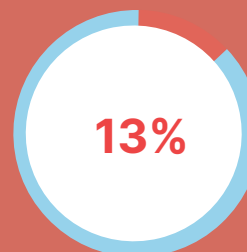
**0-6**  
months old



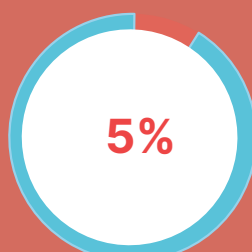
**7-11**  
months old



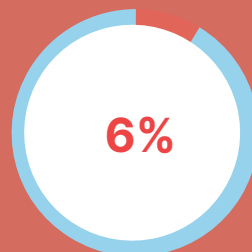
**1-2**  
years old



**3-4**  
years old



**5-6**  
years old



**> 7**  
years old

Base: 517, Mums with children 2022





Device Usage

# Mums in multi-screen homes

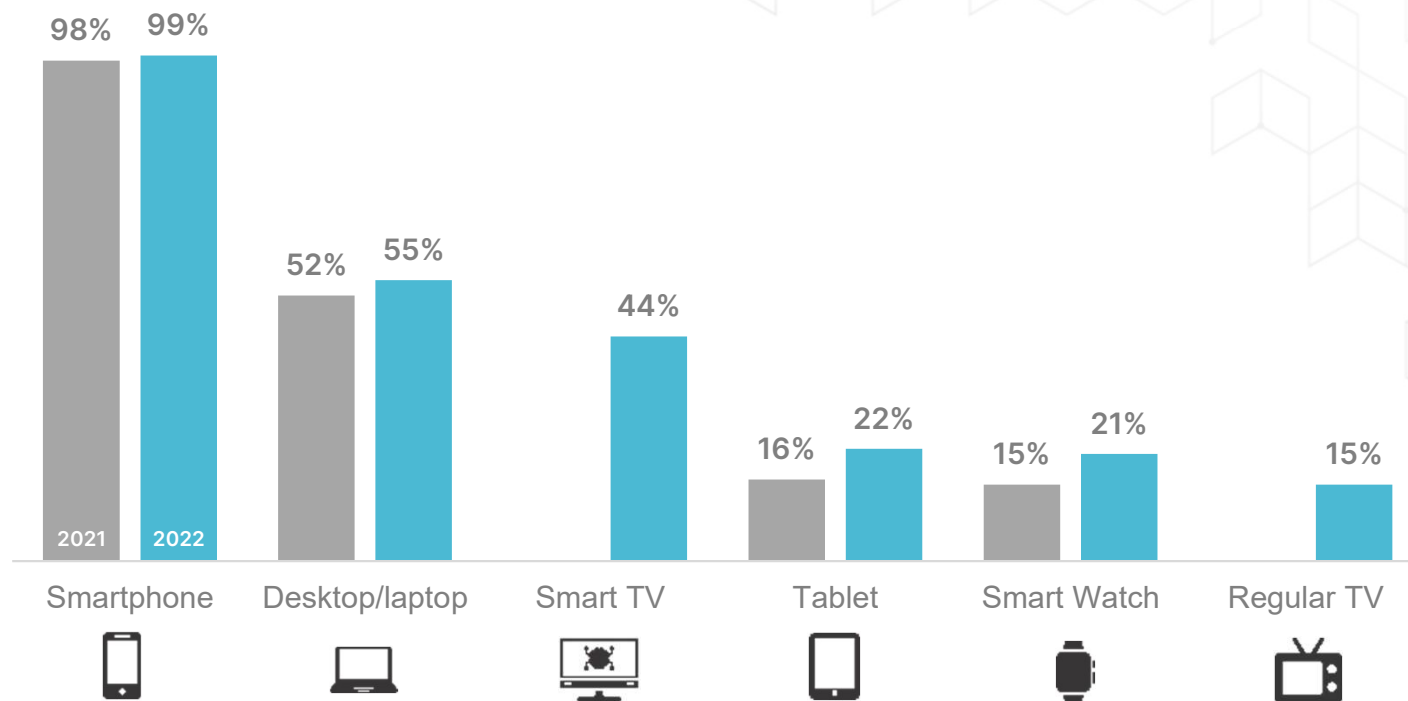
Photo by [Taras Shypka](#) on [Unsplash](#)



Similar to the previous year, smartphone is a must-have device for mums. Additionally, note slightly higher ownership of tablets and smartwatches.

Mums own an average of

**2.6**  
screens.

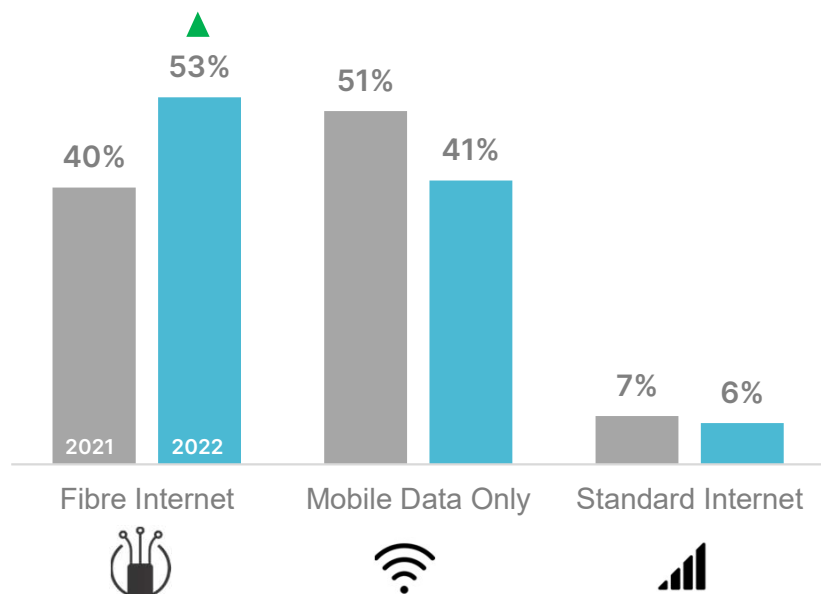


*n=457 (all respondent 2021), n=669 (all respondent 2022)*

*Q: Can you please tell me which of these devices you own for yourself*



There is an increase in fibre internet subscription as compared to the previous year probably due to the Work-from-home arrangements.



*n=457 (all respondent 2021), n=669 (all respondent 2022)*  
*Q: What home internet are you currently using mostly?*  
*Fibre: Unifi, Maxis Fibre, Time / Standard: Streamx, Yes 4G)*

▲ ▼ Significantly higher at 95% confidence level vs. previous year

Data published by Ookla indicate that internet users in Malaysia could have expected the following speeds:

Median fixed  
internet connection

**74.84**  
mbps

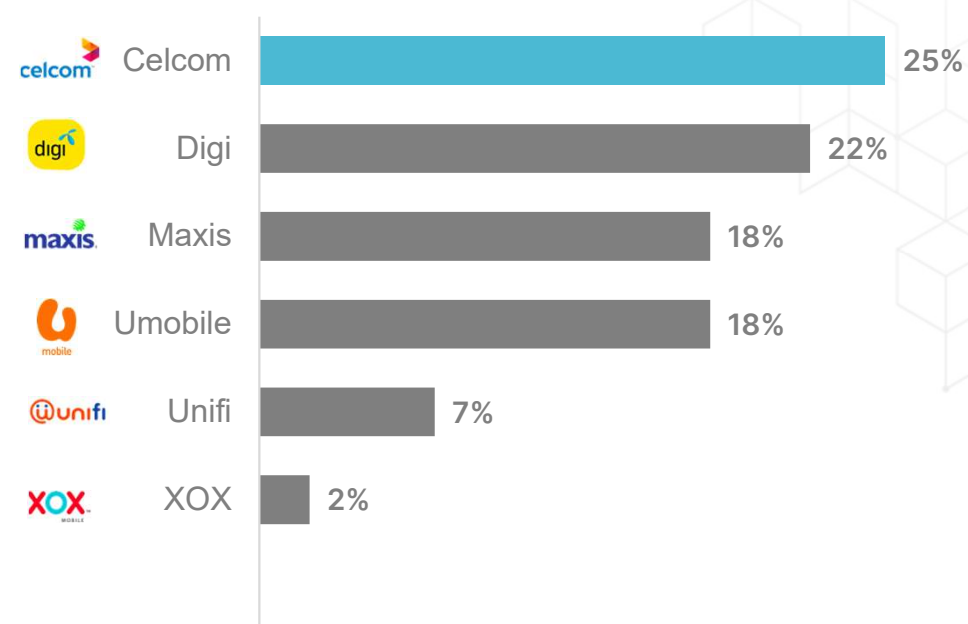
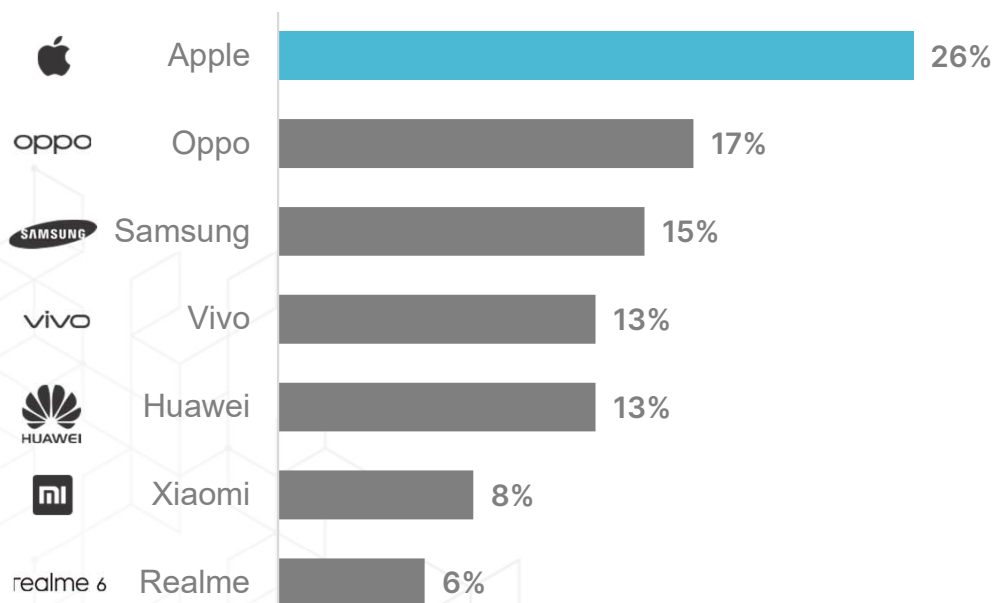
Median mobile  
internet connection

**24.56**  
mbps

Ookla's data reveals that the median mobile internet speed in Malaysia increased by 8.23 mbps (+50.4%) while fixed internet increased by 22.92 mbps (+44.1%) in the last twelve months.

The majority of mums still use android phones,  
Celcom remains to be the leading service provider.

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Smartphone brand & provider



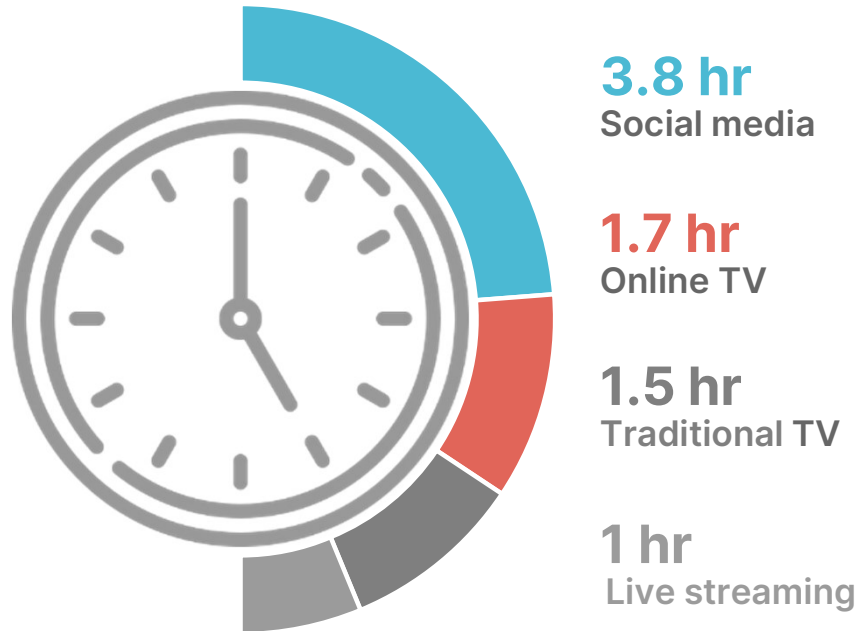
n=457 (all respondent 2021), n=669 (all respondent 2022)

Q: What is the brand of your smartphone that you are currently using?

Q: Which service provider are you using for your primary/main phone?

Mums spend more time on each activity on weekends, they spend the most time on **social media** apps.

## Weekday



## Weekend

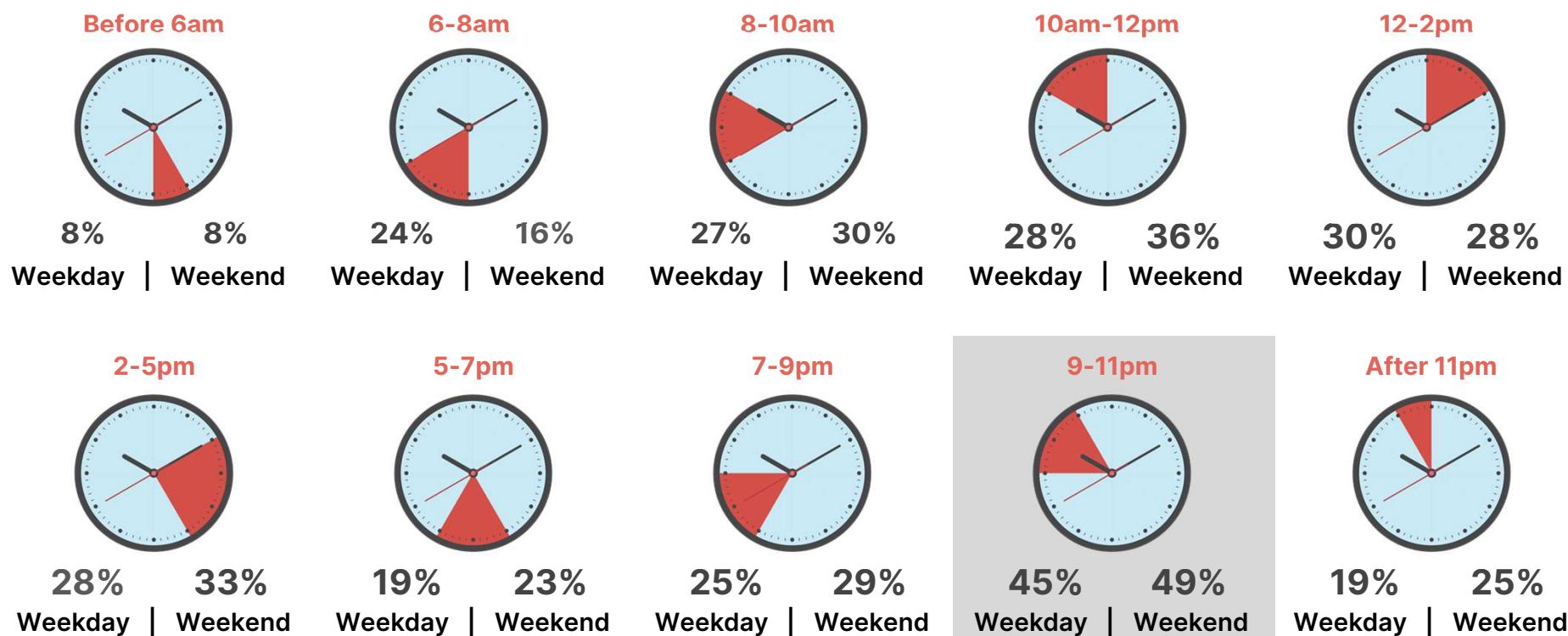


n=669 (all respondent 2022)

Q: Can you please record how many hours do you spend on weekdays on each of these app categories?

Q: Can you please record how many hours do you spend on weekends on each of these app categories?

Mums are active at different times throughout the day. 9 to 11 PM would be the best time to catch them both during weekdays and weekends.



n=669 (all respondent 2022)

Q: What is the time that you use to surf and browse the internet on weekdays and weekends?

Social Media Usage

# The rising influence of TikTok.



Photo by [Jeremy Bezanger](#) on Unsplash



# 96%

of mums **use social media** and the most popular social media apps are Facebook and Instagram.

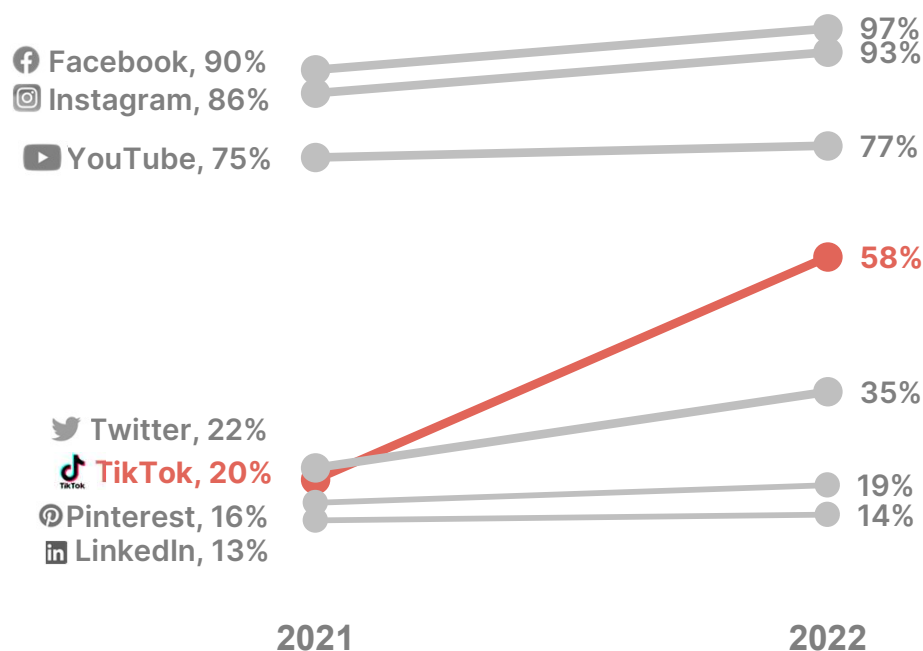
Mums **use multiple social media platforms.**

Average

# 3.9

*n=449 (social media users 2021), n=640 (social media users 2022)*  
Q: Do you use any social media apps?  
Q: Please select all the Social Media apps that you currently downloaded?

Outside of the usual social media applications,  
**TikTok is evidently on the rise.**



▲ ▼ Significantly higher at 95% confidence level vs. previous year

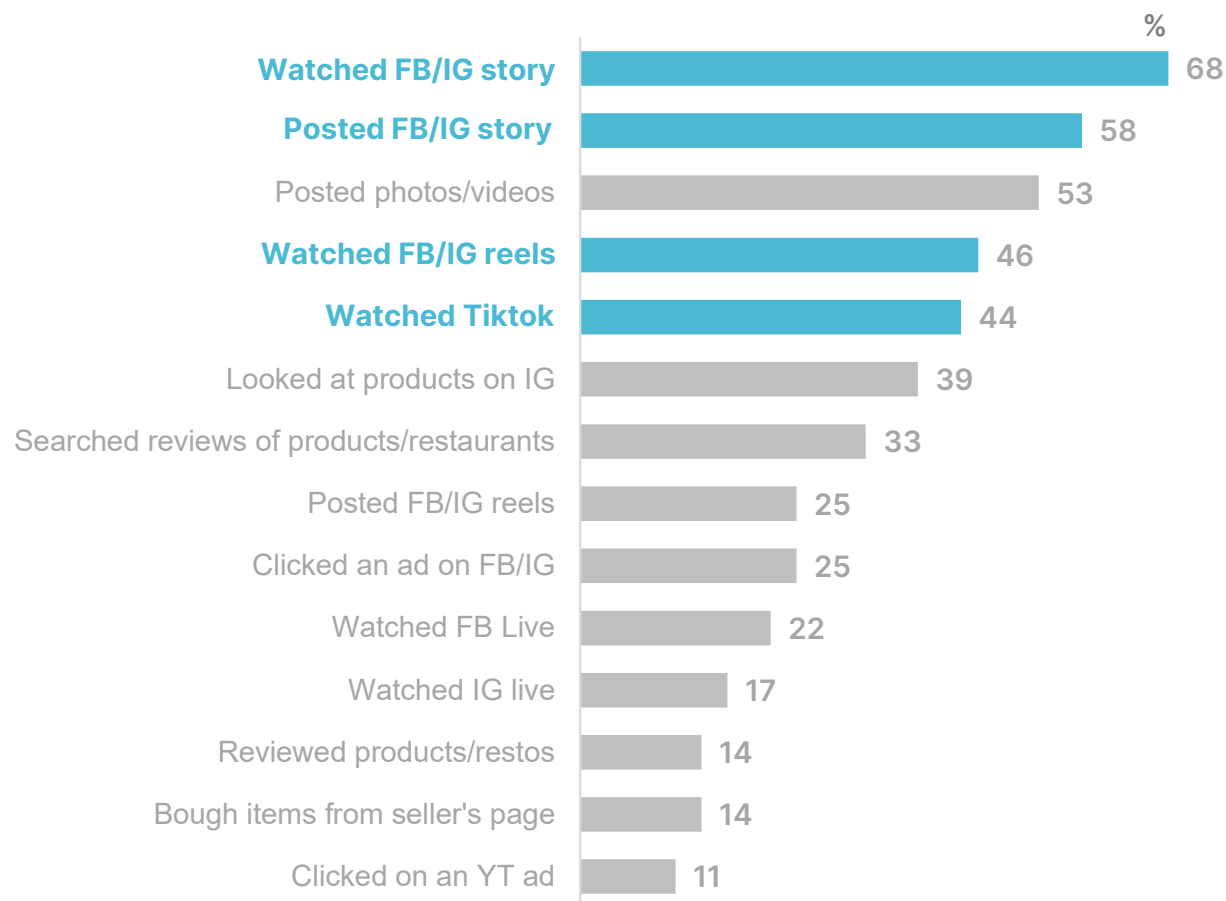
# 89% engaged with **short-form content**

With even faster internet speed, mums are also drawn to short videos, stories, or reels.

Short-form content – watched or posted FB/IG story or watched or posted reels or TikTok videos

## 4 out of the 5 popular activities

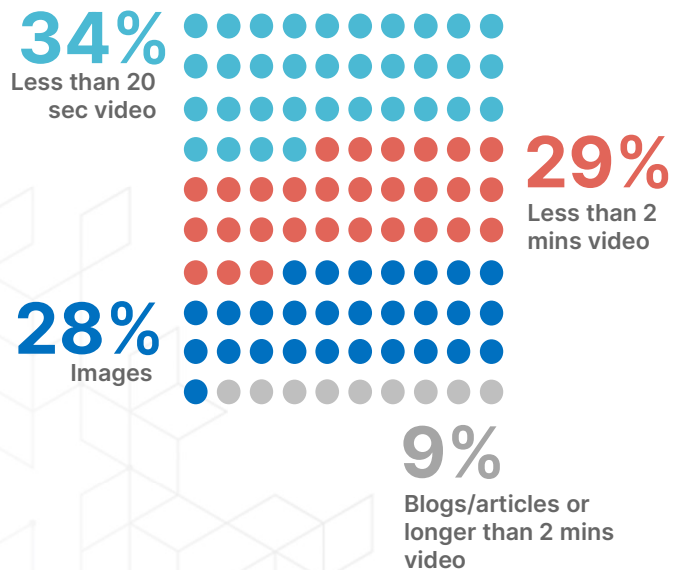
on social media are related to short-form content and these might be the content form that is most relevant to mums currently.



n=640 (social media users 2022)

Q: Please select all the actions that you have done on social media in the past 3 months?

With improving internet speed, the majority of mums now **prefer short videos** as compared to static content a few years back.



n=640 (social media users 2022)

Q: Out of the different formats, which format of the advertisements do you like the most?

Q: When you watch videos on social media, do you switch on the sound?

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Content format preference

Depending on the content and situation, mums might watch short-form videos with either sound-on or sound-off.

23% Sound on most of the time

71% Sometimes on, sometimes off

5% Sound off most of the time

**Whatsapp** is the most popular communication app for Malaysian mums, **Telegram** seems to be up and coming in popularity.



Whatsapp



Telegram



FB Messenger



WeChat



Discord



Line

%

100

84

66

7

4

3

n=669 (all respondent 2022)

Q: Please list down the Messaging / Video apps that you currently have downloaded?

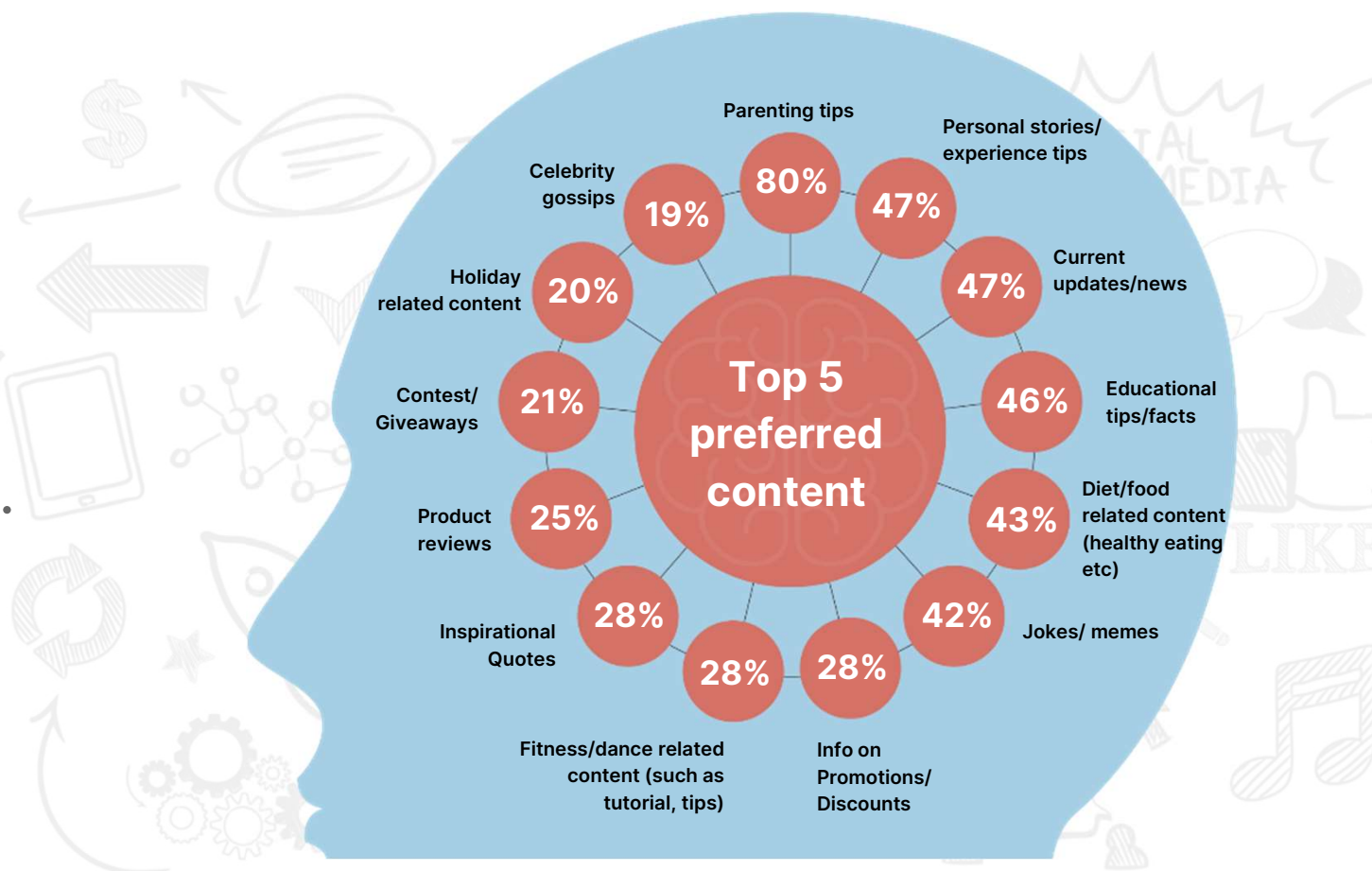
Q: Please list down the Messaging / Video apps that you use most often?



# 80% actively seek parenting content

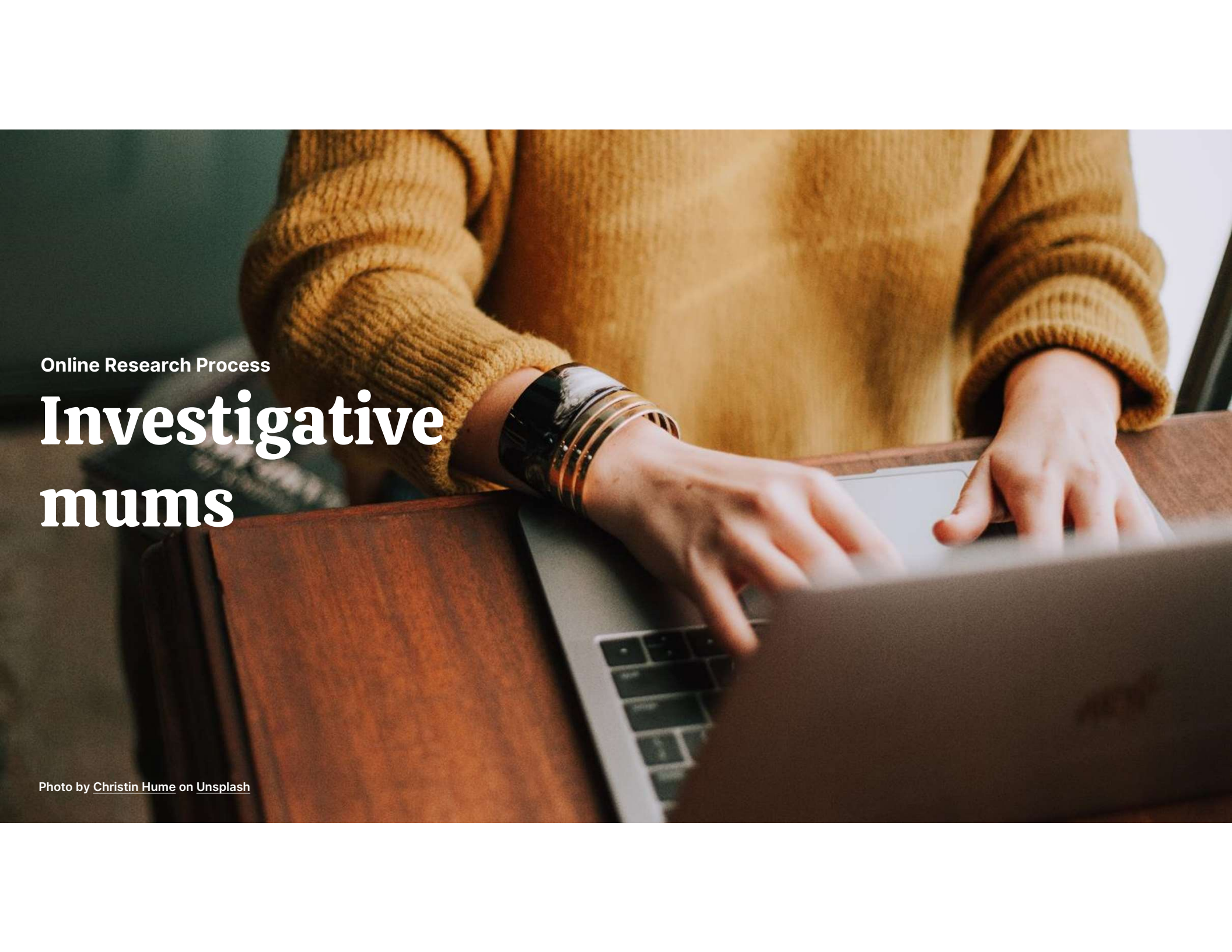
Parenting tips seem to be the most popular content for mums as compared to others by a significant margin.

Outside of parenting tips, mums also enjoy reading or hearing personal stories and current updates/news.



n=640 (social media users 2022)

Q: Please select the top 5 kinds of content you would watch/ enjoy?

A close-up photograph of a person's hands and arms as they work on a laptop. The person is wearing a mustard yellow, ribbed sweater. Their left wrist is adorned with several bangles, including a wide black one and several thinner gold-colored ones. Their right hand is resting on the laptop's trackpad, while their left hand is positioned over the keyboard. The laptop is silver and sits on a dark brown wooden desk. The background is softly blurred, showing a window with a view of a cityscape.

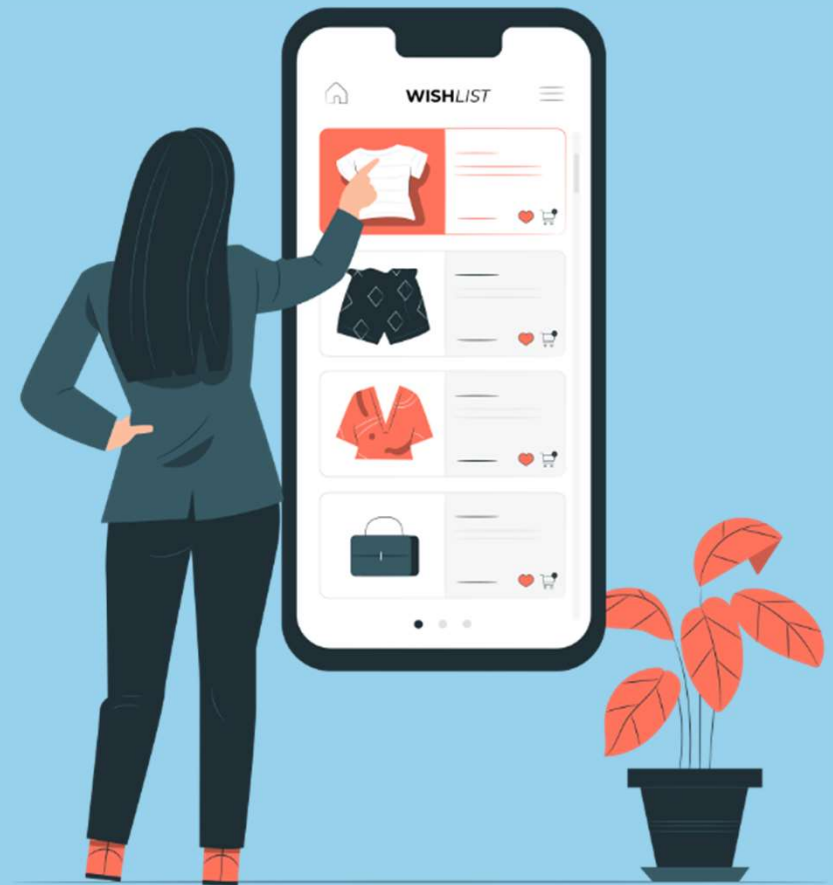
Online Research Process

# Investigative mums

Photo by [Christin Hume](#) on [Unsplash](#)

# 98%

of mums mentioned that they **research online** when they need something.



When it comes to baby products, most mums go through an intensive research phase when buying online.



n=554 (e-commerce users 2022)

Q: Select all the statements that describe how you often end up buying something for your baby online?



## Mums use multiple sources before making a decision to buy baby products online.

### Search and Social

**72%**

"I Google and read up review articles for it"

**24%**

"I check the brand's social media (FB/IG) for more information"

**5%**

"I check for more information on the social media marketplace"

### E-commerce Platforms

**64%**

"I will compare the prices across different sellers and platforms"

**28%**

"I check the brand's website for more information"

**54%**

"I search for the product on e-commerce sites and read the reviews"

**14%**

"I will look at the product physically before going to buy online"

### Mum Support Groups

**17%**

"Friends/family recommendation then buy online"

**13%**

"I ask a health professional"

**9%**

"I ask mommy groups or forums for recommendations"

*n=554 (e-commerce users 2022)*

*Q: Do you usually do some research for baby product you want to buy online?*

*Q: Select the top 3 steps that would take before buying a product online*

Mums use multiple sources before making a decision to buy baby products online.

Search and  
Social

72%

"I Google and read up review articles for it"

24%

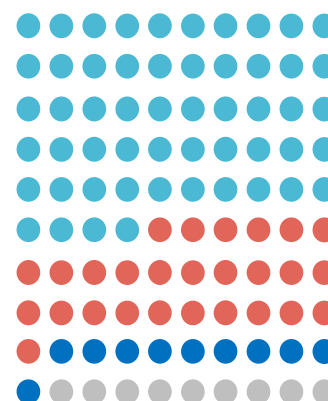
"I check the brand's social media (FB/IG) for more information"

5%

"I check for more information on the social media marketplace"

Most mums will read through 3-4 articles

54%  
3 to 4 articles



27%  
1 to 2 articles

10%  
More than 6  
articles

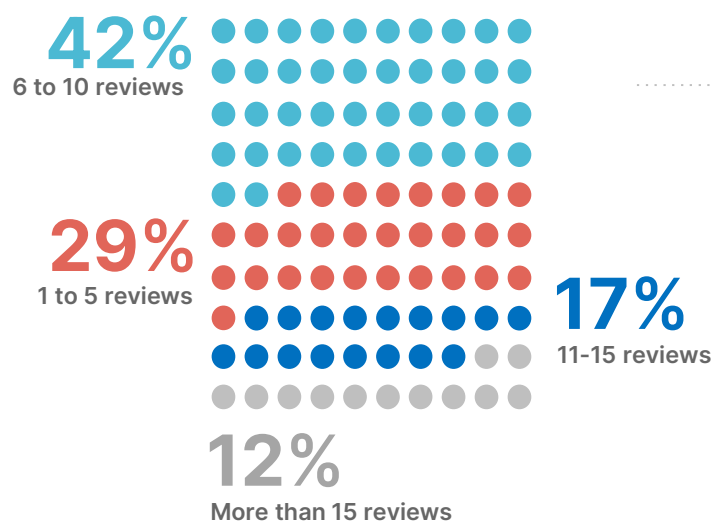
9%  
5-6 articles

AVG no. of articles - 4

*n=391 (mums who read articles to research 2022)*

*Q: How many articles/ blogs do you read through before coming to a conclusion?*

Mums use multiple sources before making a decision to buy baby products online.



Most mums will go through 6-10 reviews

AVG no. of reviews – 8.5

### E-commerce Platforms

**64%**  
“I will compare the prices across different sellers and platforms”

**28%**  
“I check the brand’s website for more information”

**54%**  
“I search for the product on e-commerce sites and read the reviews”

**14%**  
“I will look at the product physically before going to buy online”

Other Online Applications

# An app for every occasion

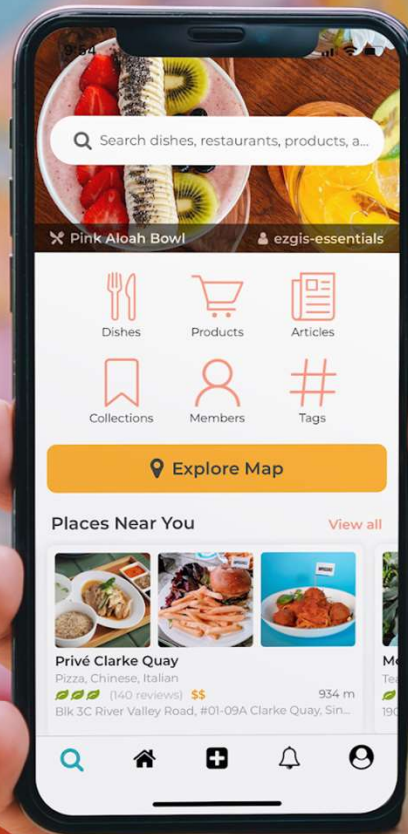


Photo by [abillion](#) on [Unsplash](#)

Top applications used by mums

**Social  
media**



**Messaging**



**Online  
shopping**



**Show  
streaming**



**Food  
delivery**



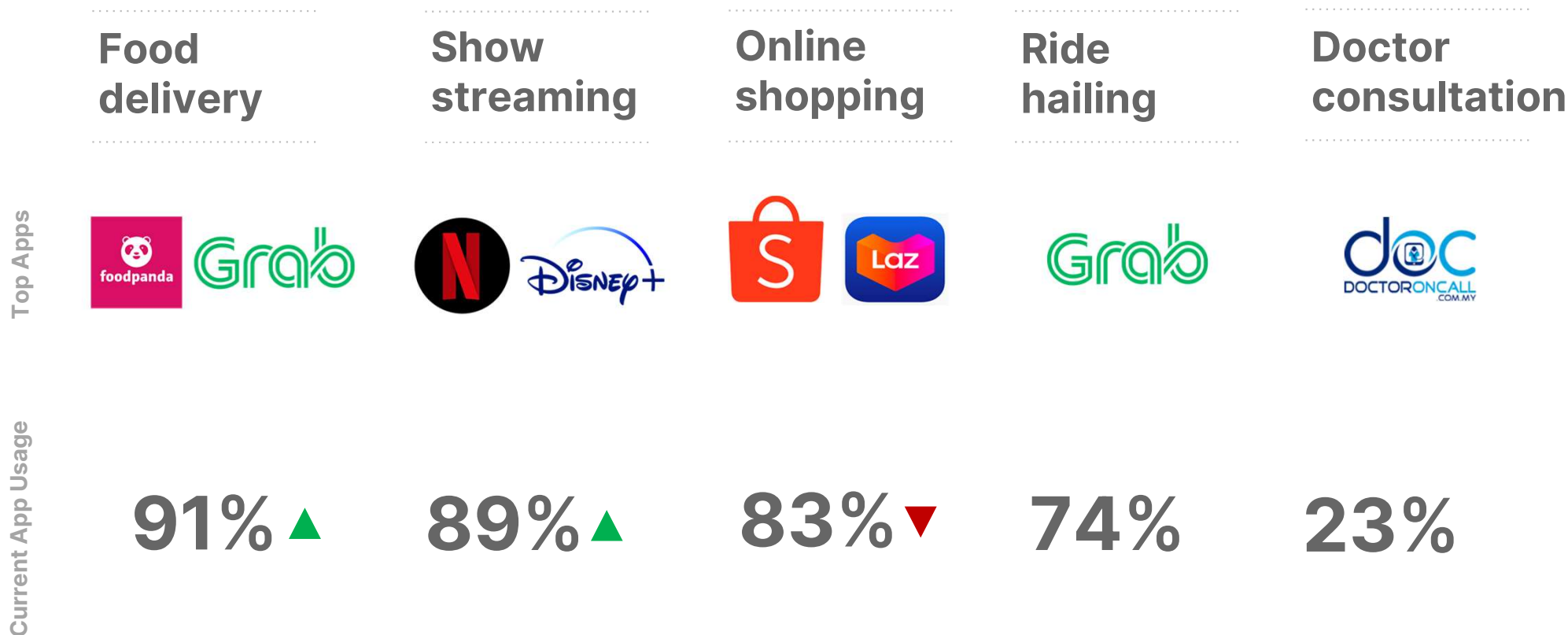
**Ride  
hailing**



**Doctor  
consultation**



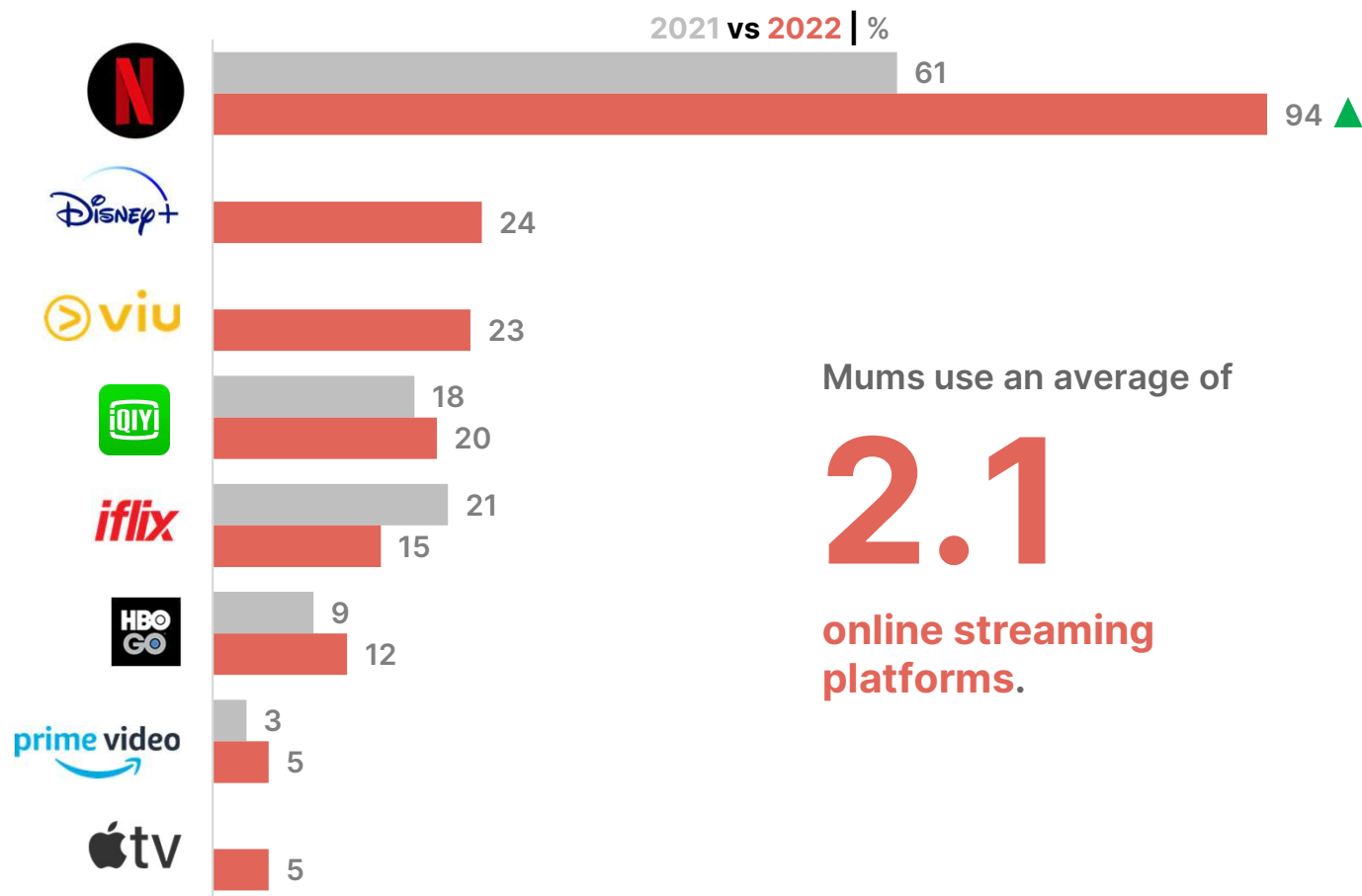




▲ ▼ Significantly higher at 95% confidence level vs. previous year

**9 in 10 mums now have  
access to online TV apps**  
after another year of living with COVID,  
the current rate (89%) is substantially  
higher than a year ago.

Unsurprisingly,  
**Netflix** is still the  
dominant brand  
when it comes to  
online TV, with  
Disney+ and Viu  
following behind.



Mums use an average of

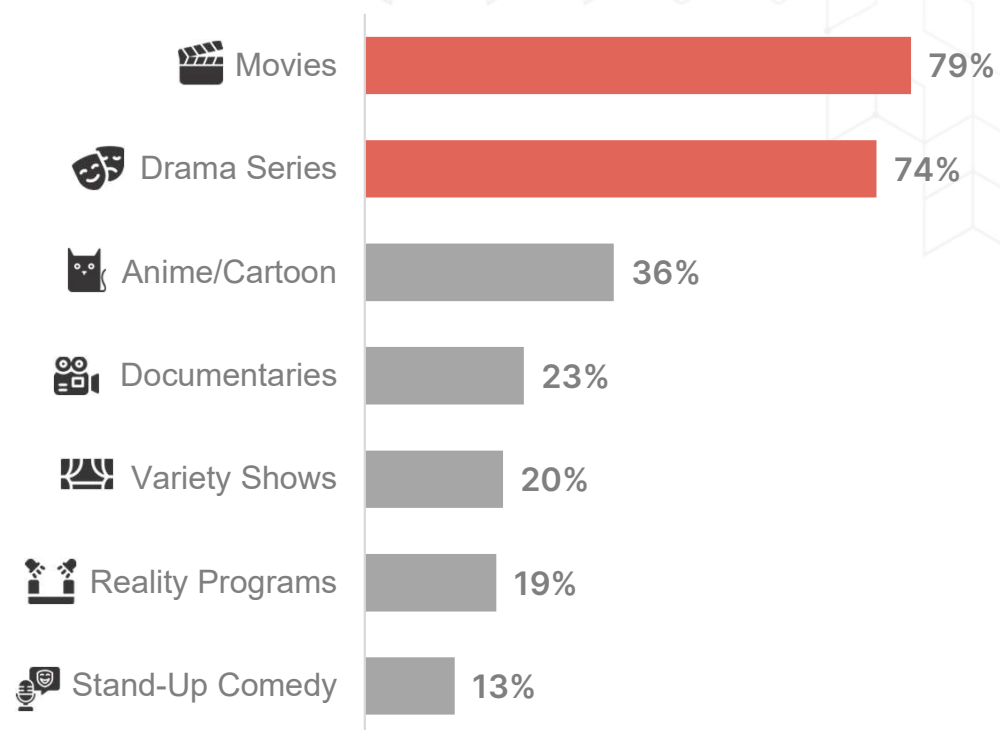
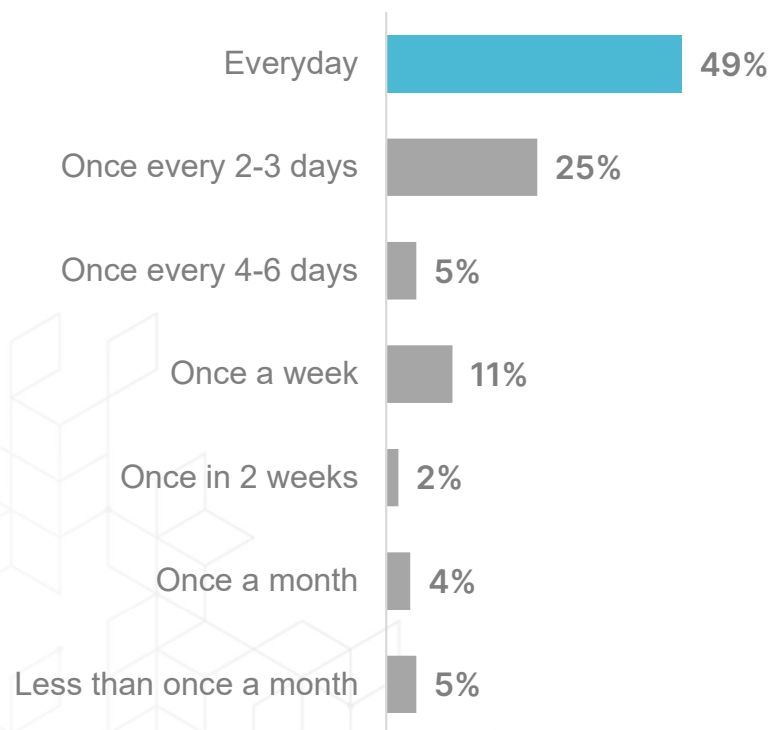
2.1

online streaming  
platforms.

n=142 (Online TV users 2021), n=419 (Online TV users 2022)  
Q: Please list down the TV/Streaming apps that you are currently subscribed to?

▼ Significantly higher at 95% confidence level vs. previous year

Half of mums watch online TV **everyday** and the most popular genre are **movies** and **drama series**.

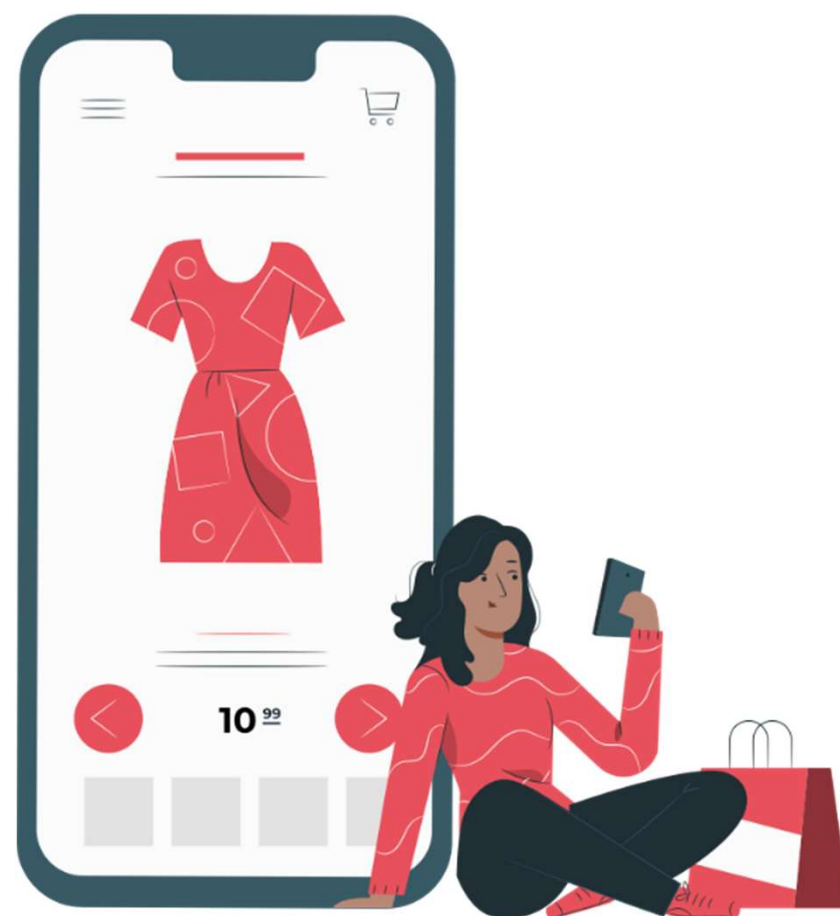
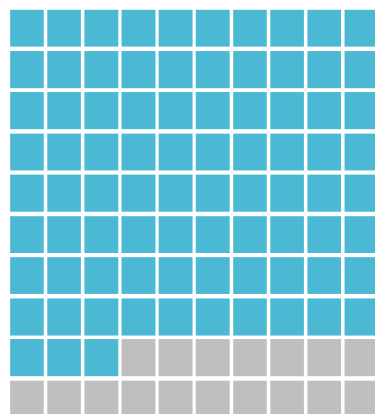


n=419 (Online TV users 2022)  
Q: How often do you watch streaming TV?  
Q: What type of programs do you watch?

Majority of mums still **use e-commerce**, though usage rates are lesser versus previous year given that social restrictions are being eased up.

83% ▼

are using e-commerce platforms, although the current number is lower than 2021 (92%).



*n=457 (all respondent 2021), n=669 (all respondent 2022)*  
Q: Do you shop online through e-commerce/ brand's website?

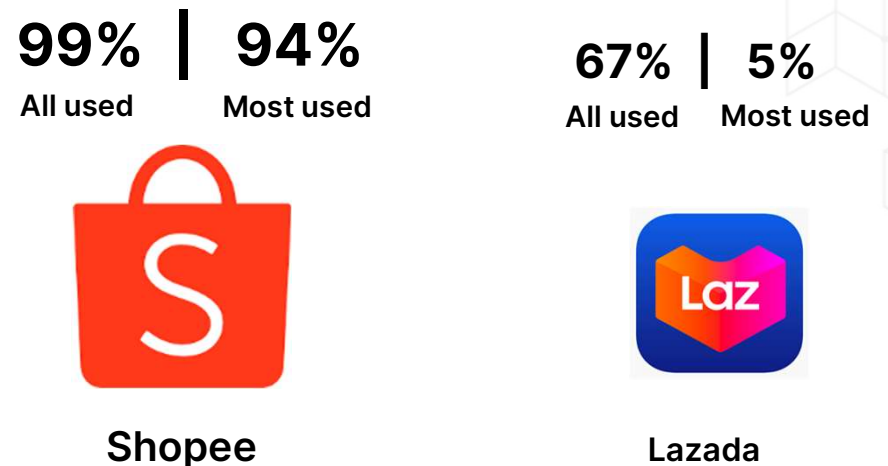
▲ ▼ Significantly higher at 95% confidence level vs. previous year

**Listing on e-commerce sites** will make the most impact when selling products online.



*n=554 (e-commerce users 2022)*  
*Q: Where do you usually buy the items when shopping online?*

Shopee still dominates as the top e-commerce platform, followed by Lazada.

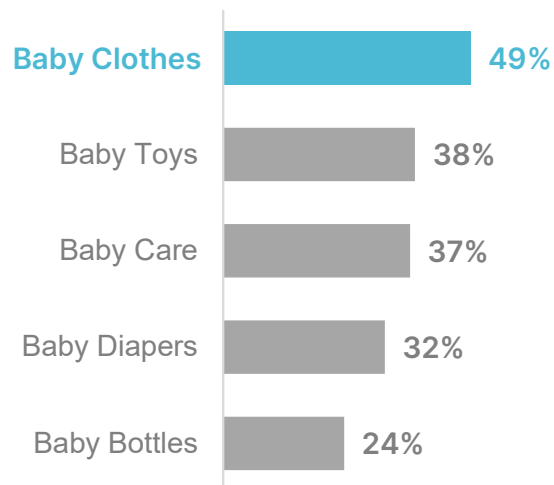


*n=554 (e-commerce users 2022)*  
*Q: Please list down the Online Shopping apps that you currently have downloaded ?*  
*Q: What is the Online Shopping app that you use most often?*

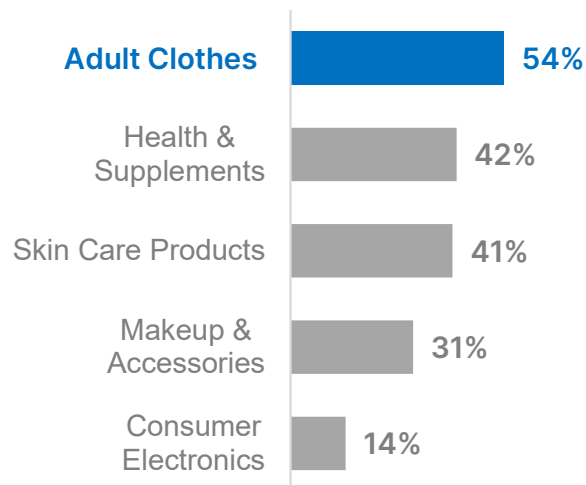


**Baby clothes** and toys are the top items for the kids while **clothes** are relatively popular online together with **home accessories** such as bedsheets, pillows, pillow cases, cushion etc.

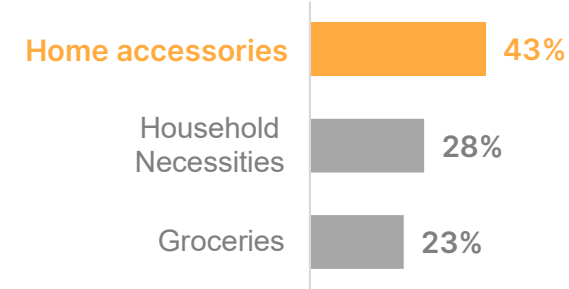
#### For Baby



#### For Personal Use



#### For the Entire Household



n=554 (e-commerce users 2022)

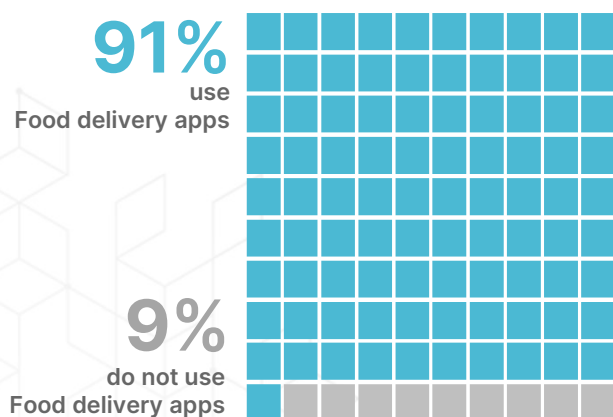
Q: What are the items/categories that you have bought online in the past 6 months?

There is **higher frequency of purchase** for baby clothes, diapers, milk, and baby care items.

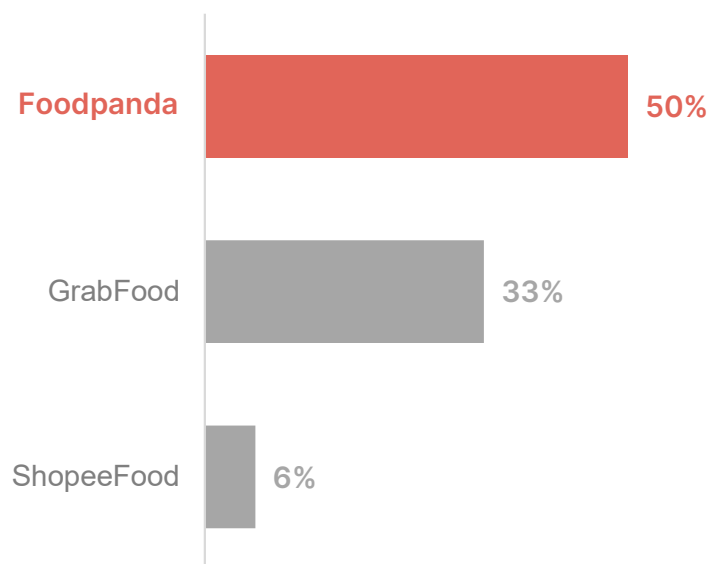
	Adult Clothes	Baby Clothes	Home Accessory Items	Health & Supplements	Skin Care Products	Baby Toys	Baby Care - Oil, Creams, Shampoo	Baby Diapers	Baby Bottles	Formula Milk
Base	300	269	237	234	227	209	206	178	134	110
More than once a week	1%	2%	1%	2%	-	1%	-	1%	-	4%
Once a week	1%	3%	-	5%	1%	2%	1%	4%	0%	6%
2-3 times a month	16%	25%	8%	11%	14%	19%	14%	20%	2%	29%
Once a month	26%	23%	20%	34%	27%	25%	36%	44%	13%	39%
Once every 2-3 months	30%	24%	18%	27%	26%	28%	30%	16%	24%	15%
Once in 4-6 months	18%	17%	32%	14%	24%	18%	15%	9%	43%	3%
Less often once a year	7%	6%	21%	7%	8%	6%	4%	6%	17%	4%

Q: How often do you shop online for each of these categories?

More mums are reporting that they use food delivery apps as compared to last year (78%).

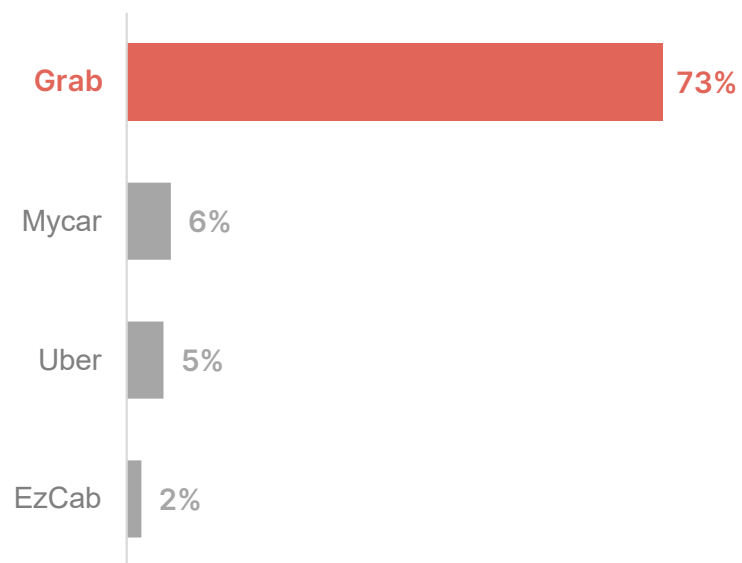
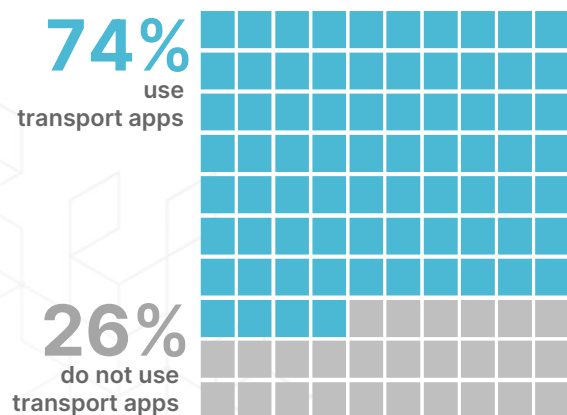


**Foodpanda** is the top used food delivery app in Malaysia. However, GrabFood is a strong alternative that can be used.

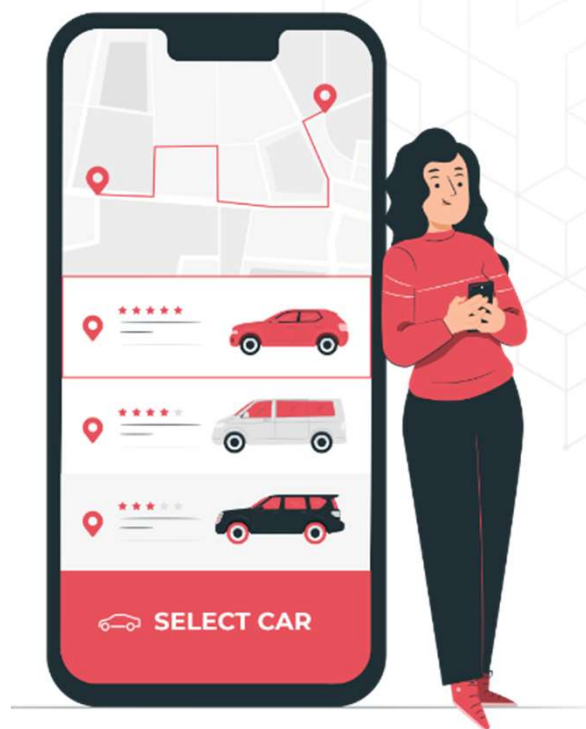


*n=457 (all respondent 2021), n=669 (all respondent 2022)*  
*Q: What is the Delivery app that you have downloaded?*  
*Q: What is the Delivery app that you use most often?*

**Grab** is still the most dominant transport app among Malaysian mums.

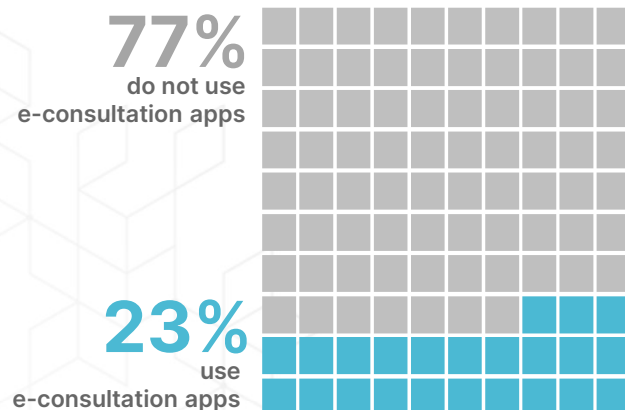


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Transport app



*n=669 (all respondent 2022)*  
*Q: What is the transport app that you have downloaded?*

Most mums still **do not use** any e-consultation apps in Malaysia...



... for mums that do, **DoctorOnCall** is the most popular e-consultation app.

**68% | 63%**  
All used | Most used



DoctorOn  
Call

**16% | 10%**  
All used | Most used



Doc2Us

**14% | 7%**  
All used | Most used



Doctor  
Anywhere  
MY

*n=669 (all respondent 2022) | n=153 (e-consultation app users 2022)*

*Q: Do you use health consultation apps (e.g. Doctor Anywhere, HealthifyMe, MediBuddy, etc) ?*

*Q: Please select the e-consultation / Health App apps that you currently have downloaded?*

## Mums in a multi-screen homes

Mums on average use 2.6 screens and they **spend at least 3-4 hours daily on social media** or online TV.

While mums are always-on nowadays, brands looking to establish better relationship with mums online must do so at night and on weekends.

## The rising influence of TikTok

Facebook and Instagram remain to be the go-to social media platform of mums. However, **TikTok is evidently on the rise.**

TikTok's influence combined with improving internet speeds allowed mums to consume more short video content allowing brands additional opportunities to diversify content and connect with mums in different ways.

## Investigative mums

Mums are more comfortable making online purchases now and the process is aided by **intensively reading reviews** and comparing prices using different platforms.

As mums use multiple sources, it is important for brands to provide consistent experience and enough social proof across different apps.

## An app for every occasion

Similar as general population, there is great app adoption among mums.

It is important for brands to recognize the context and needs of mums whenever they **use different apps for herself, her baby, and the entire household.**







# THANK YOU

Prepared by:  
**Regional Insights Team**

[Insights@tickledmedia.com](mailto:Insights@tickledmedia.com)



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