



MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

ESCAP-SIAP 2025 SNA Webminar

E-Commerce in Malaysia: Measurement and Economic Contribution

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Introduction



Why Measuring E-Commerce Matters

- 1 Rapid digitalisation transforming business operations and trade
- 2 E-commerce: major driver of productivity & digital economy growth
- 3 Policymakers need reliable statistics for evidence-based decisions

Digital Trade Policies

MSME Digitalisation

Taxation & Consumer Protection

Cross-Border Digital Trade

Malaysia's Digital Economy Landscape

PERFORMANCE OF DIGITAL ECONOMY



23.4% of GDP 2024

 Rapid Sector Expansion

Source: ICTSA 2024, DOSM

EXPANDING DIGITAL ECOSYSTEM



Online Platforms



Digital Payments



Logistics & Delivery

SME DIGITAL PARTICIPATION



2,425,874 establishments
adopting e-commerce

Source: NESR Dashboard

POLICY DRIVERS

- MyDIGITAL
- Industry4WRD
- JENDELA
- National E-Commerce Strategic Roadmap (NESR)
- New Industrial Master Plan (NIMP) 2030
- Malaysia 4IR Policy
- National Cyber Security Policy (NCSP) 2020



Malaysia's Digital Statistical Journey



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

2011

10th
Malaysia Plan

2012

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

2013

2014

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

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

2015

2016

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

- 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

- ICTHS & ICTSA 2023
- E-Commerce Parameter based on EC 2023
- Quarterly E-Commerce Income (Q4 2023, Q1-Q3 2024)
- MDE 2024

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

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

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

2017

2025

2024

2023

2022

12th
Malaysia Plan

2021

2020

2019

2018

- ICTHS 2024
- ICTEC 2024
- Quarterly E-Commerce Income (Q4 2024, Q1-Q3 2025)
- ICTSA 2024
- MDE 2025

- ICTHS 2022
- ICTEC 2022
- Quarterly E-Commerce Income (Q4, 2022, Q1-Q3 2023)
- ICTSA 2022
- MDE 2023

- ICTEC & ICTHS 2020
- Quarterly E-Commerce Income Q2-Q3, 2021
- MyDigital Malaysia
- ICTSA 2020
- MDE 2021

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

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

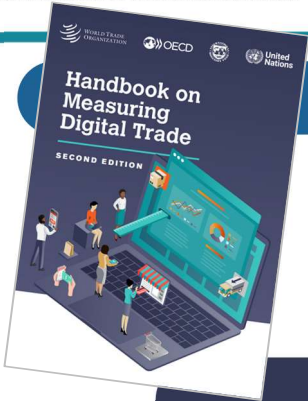
How Malaysia Defines E-Commerce





Framework and Definition of E-Commerce

Digital Trade and E-Commerce Fundamental Concepts and Statistical Definitions



WTO Work Programme on Electronic Commerce

Definition (1998)

“The production, distribution, marketing, sale or delivery of goods and services by electronic means”

E-commerce

Definition of measurement purpose (OECD, 2009)

“The sale or purchase of a good and service, conducted over computer networks by methods specifically designed for the purpose of receiving or placing orders”

Digital Trade

Handbook on Measuring Digital Trade IMF, OECD, UNCTAD and WTO, 2023

“All international trade that is digitally ordered and/or digitally delivered”

Domestic e-commerce

“The **domestic** sale or purchase of a good and service, conducted over computer networks by methods specifically designed for the purpose of receiving or placing orders”

Notes.

The nature of transaction:

- ☞ Digitally ordered (e.g. e-commerce)
- ☞ Digitally ordered + digitally delivered
- ☞ Digitally delivered (e.g. software, e-books, audio-visual services delivered online)

Involves goods & services

Digitally ordered trade = International e-commerce

“The **international** sale or purchase of a good or service, conducted over computer networks by methods specifically designed for the purpose of receiving or placing orders”

Digital delivered trade

“All **international** trade transactions that are delivered remotely over computer networks”

International transactions that are both digitally ordered and digitally delivered

DOSM Data Sources for Measuring E-Commerce





Methodology of Survey / Census



1. UPDATING FRAME

Duration:

Census: 6 month

Sample: continuous

Source:

Malaysia Statistical Businesses

Register (MSBR)

Administrative data



2. CONSTRUCT QUESTIONNAIRE



3. DATA COLLECTION

Mode of Data Collection

- Self administered (e-Census/e-Survey)
- Mail Post
- Face-to-Face Interview
- Paper and Pen Interview (PAPI)
- Computer Assisted Personal Interview (CAPI)
- Computer Assisted Telephone Interview (CATI)



4. DATA PROCESSING

- Online Data Entry (ODE)
- Offline Data Entry
- Intelligent Character Recognition (ICR)



Surveys/Censuses, Publications & Dissemination

1. Surveys/Censuses

Monthly Wholesale & Retail Trade (2026)

Monthly Manufacturing (2026)

Quarterly Services Survey (2025)

Quarterly Construction Survey (2025)

ICT Use and Access by Individuals and Households Survey (2024)

Survey on Usage of ICT and E-Commerce by Establishment (2018, 2020, 2022, 2024, 2025)

Annual Economic Survey (2018, 2020 & 2022)

Wholesale and Retail Census (2019)

Economic Census (2016, 2023, 2026)

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

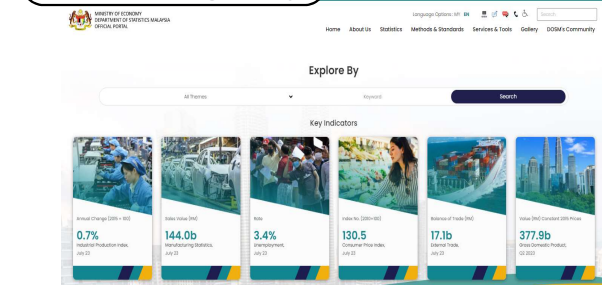
Economic Census

ICT Satellite Account

Malaysia Digital Economy

3. Dissemination

www.dosm.gov.my





Questionnaire on Digital Economy Module

| | | | |
|---|---|---|-----|
| Sulit selepas data diisi Confidential when filled with data | | ICTEC | 411 |
| Sila buat satu salinan untuk rekod tuan Please make a copy for your record | | TAHUN RUJUKAN 2024 REFERENCE YEAR 2024 | |
| JABATAN PERANGKAIAN MALAYSIA DEPARTMENT OF STATISTICS, MALAYSIA www.dosm.gov.my SURVEI E-DAGANG TAHUNAN 2025 ANNUAL E-COMMERCE SURVEY 2025 | | | |
| Sila kembalikan soal selidik dalam masa 30 hari Please return the questionnaire within 30 days | KEGUNAAN PEJABAT / OFFICE USE Nombor Butir / Serial Number <input type="text"/> | | |
| Sila pinda jika alamat pos di atas tidak tepat Please amend if the above postal address is incorrect Sila lengkap dan kembalikan soal selidik ini kepada: Please complete and return this questionnaire to: Bagi sebarang pertanyaan, sila hubungi: For enquiries, please contact: No. Tel / Tel. No. : No. Faks / Fax. No. : E-mel / Email : | PENGAKUAN / DECLARATION: Nama : Name : Jawatan : Designation : Telefon : Telephone : No. Faks : Fax No. : E-mel : Email : Dengan ini saya mengesahkan bahawa maklumat yang diberi adalah lengkap dan betul sepanjang pengetahuan dan kepercayaan saya. I hereby declare that the information given in this return is complete and correct to the best of my knowledge and belief. Tandatangan : Signature : Tarikh : Date : | | |
| | MAKLUMAN AM / GENERAL INFORMATION a. Jabatan Perangkaan Malaysia sedang melaksanakan Survei E-Dagang Tahunan 2025 (bagi tahun rujukan 2024). b. Tujuan utama ialah untuk mengumpul maklumat yang komprehensif dan terkini bagi perubahan yang menggunakan ICT dan menjalankan aktiviti e-dagang dalam perniagaan. Maklumat daripada survei ini diperlukan oleh kerajaan untuk mengukur prestasi penggunaan ICT dan ekonomi digital Malaysia. c. Maklumat yang dikumpul adalah mengikut peruntukan di bawah Akta Perangkaan 1985 (Disemak - 1989). Seksyen 5 di bawah Akta ini menghendaki mana-mana pertubuhan yang beroperasi di Malaysia untuk memberikan maklumat sebenar atau anggaran terbaik kepada Jabatan. Mengikut Akta ini, kandungan soal selidik pertubuhan / individu yang diterima adalah RULIT dan tidak boleh dibahagikan kepada sesiapa atau mana-mana institusi di luar Jabatan ini. Sementara itu, Seksyen 7 di bawah Akta yang sama menyatakan bahawa responden boleh dikenakan denda sekiranya gagal memberi maklumat yang diperlukan. d. Tuan diminta melaporkan butir-butir yang berkaitan dengan pertubuhan tuan seperti tercatat di atas dan mengembalikan soal selidik yang lengkap ke Jabatan ini. e. Sekiranya pertubuhan ini tidak beroperasi dalam tahun rujukan 2024, sila kembalikan soal selidik dengan pengisian 1.3.1 sahaja ke Jabatan ini. a. The Department of Statistics, Malaysia is conducting the Annual E-Commerce Survey 2025 (for reference year 2024). b. The main objective is to collect comprehensive and current information on usage of ICT and e-commerce activity by businesses. The information on this survey will be used by the government to measure the usage of ICT performance and digital economy in Malaysia. c. The information is gathered under the provisions of the Statistics Act 1985 (Revised - 1989). Section 5 of this Act requires all establishments operating in Malaysia to provide actual information or best estimates to the Department. The Act stipulates that the contents of the establishments / individual returns are CONFIDENTIAL and will not be divulged to any person or institution outside this Department. Meanwhile, Section 7 under the same Act provides a penalty should the respondent failed to furnish the required information. d. You are requested to provide information related to your establishment as stated above and return the completed questionnaire to the Department. e. If this establishment was not in operation during the reference year 2024, please return the questionnaire with 1.3.1 only to the Department. | | |
| DATO' SRI DR. MOHD UZIR MAHIDIN KETUA PERANGKAIAN MALAYSIA CHIEF STATISTICIAN, MALAYSIA Tarikh / Date : | | | |
| Kerjasama tuan dalam menjayakan banci ini amatlah dihargai / Your cooperation in ensuring the success of this census is very much appreciated | | | |
| Soal selidik ini akan diproses menggunakan teknologi ICR (Intelligent Character Recognition). Sila JANGAN LIPAT, gunakan pen butiran HITAM semasa melengkapkan soal selidik ini. This questionnaire will be processed using ICR technology (Intelligent Character Recognition). Please DO NOT FOLD, use BLACK ball pen when completing this questionnaire. | | | |
| Muat turun soal selidik boleh dibuat melalui www.dosm.gov.my . Tulis dengan kemas di dalam kotak menggunakan HURUF BESAR satu tanda (X) pada kotak yang berkenaan. Downloading of the questionnaire can be made through www.dosm.gov.my . Write neatly within the boxes using CAPITAL LETTER or mark (X) in the appropriate box. | | | |

Digital Economy Module



- **25 questions**
 - ICT Usage: 11 questions
 - E-commerce: 14 questions

ICT Usage

- Computer
- Internet
- Web presence



E-commerce

- Type of market
- Type of customer





Questionnaire (cont.)



1. ICT Usage

A. Computer Usage

5.1 Adakah pertubuhan ini menggunakan komputer dalam mengendalikan perniagaan?
Did this establishment use computers in running a business?

310001

1 Ya / Yes

2 Tidak / No

Nota / Note:

Komputer termasuk komputer peribadi, komputer mudah alih (cth. komputer riba), tablet dan peranti mudah alih yang lain seperti telefon pintar

Computer includes personal computer, portable computer (e.g. laptop), tablet and other portable devices such as smartphone

Jika TIDAK, sila ke soalan 5.3
If NO, please go to question 5.3

B. Internet Usage

5.3 Adakah pertubuhan ini menggunakan internet untuk tujuan perniagaan?
Did this establishment use the internet for business purposes?

310003

1 Ya / Yes

2 Tidak / No

Nota / Note:

Internet yang boleh diakses oleh komputer dan peranti yang lain (cth. telefon mudah alih, telefon pintar dsb.)
Internet can be access by computer and other device (e.g. mobile phone, smart phone etc.)

Jika TIDAK, sila ke soalan 5.10
If NO, Please go to question 5.10



Questionnaire (cont.)



1. ICT Usage

C. Web Presence

5.8 Adakah pertubuhan ini mempunyai *web presence*?
Did this establishment have a *web presence*?

310017

1 Ya / Yes 2 Tidak / No

Jika "YA" sila tanda (X) jenis *web presence* pertubuhan ini. (Boleh pilih lebih daripada satu)
If "YES" please mark (X) type of *web presence* of this establishment. (May choose more than one)

- (a) Laman web kepunyaan pertubuhan ini
Website owned by this establishment
- (b) Laman web di entiti lain
Presence on another entity's website
- (c) Media sosial (cth. Facebook, Instagram, Twitter, YouTube, TikTok)
Social media (e.g. Facebook, Instagram, Twitter, YouTube, TikTok)
- (d) E-Pasaran (cth. Shopee, Lazada, Zalora, Amazon)
E-Marketplace (e.g. Shopee, Lazada, Zalora, Amazon)

3100

18

19

20

83

Nota / Note:

Termasuk: Laman web, *home page* atau wujud di laman pihak ketiga yang mana perniagaan ini mempunyai penguasaan yang kuat di atas kandungan dalam laman tersebut

Tidak termasuk: Jika ia wujud di dalam *online directory* dan mengiklan di laman pihak ketiga

Includes: Websites, home page or presence on a third party's site where this business has substantial control over the content of the pages

Excludes: Inclusion in an online directory and advertising on a third party's site



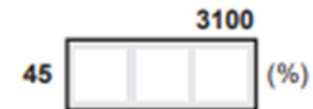
Questionnaire (cont.)



2. E-Commerce

A. Income of e-commerce

- 6.5 Sila nyatakan anggaran peratusan jumlah pendapatan yang diterima daripada jualan barangan atau perkhidmatan menggunakan e-dagang
Please indicate an estimate of the percentage of total income that receive orders from sales of goods or services via e-commerce

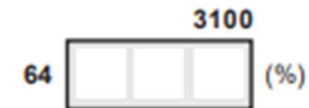


Nota / Note:

Bagi pesanan internet yang diterima bagi pihak organisasi lain, sila laporkan hanya yuran atau komisen yang diterima
For internet orders received on behalf of other organisations, include only fees or commissions earned

B. Expenditure of e-commerce

- 6.11 Sila nyatakan anggaran peratusan jumlah perbelanjaan melalui pembelian barangan atau perkhidmatan menggunakan e-dagang
Please indicate an estimate percentage of total expenditure for purchases of goods or services via e-commerce





2.1 E-Commerce Income

1. Income of e-commerce by type of market

6.7 Sila nyatakan peratusan pendapatan e-dagang mengikut jenis pelanggan
Please indicate the percentage of e-commerce income by type of customers

(a) Perniagaan lain / Other businesses

B2B Perniagaan kepada Perniagaan
Business to Business

(b) Pengguna individu / Individual consumers

B2C Perniagaan kepada Pengguna
Business to Consumers

(c) Kerajaan dan organisasi bukan perniagaan lain
Government and other non-business organisations

B2G Perniagaan kepada Kerajaan
Business to Government

JUMLAH
TOTAL

3100
51 (%)

52 (%)

53 (%)

(%)

2. Income of e-commerce by type of customers

6.8 Sila nyatakan peratusan pendapatan e-dagang mengikut jenis pasaran
Please indicate the percentage of e-commerce income by type of market

(a) Tempatan
Domestic

(b) Antarabangsa
International

JUMLAH
TOTAL

Nota / Note:

Jika peratusan pendapatan antarabangsa e-dagang diisi, sila ke soalan 6.9
If the percentage of e-commerce international income is filled, please go to question 6.9

3100
54 (%)

55 (%)

(%)



2.1 E-Commerce Expenditure

1. Expenditure of e-commerce by type of market

6.12 Sila nyatakan peratusan perbelanjaan e-dagang mengikut jenis pelanggan
Please indicate the percentage of e-commerce expenditure by type of customers

(a) Perniagaan lain / Other businesses

B2B Perniagaan kepada Perniagaan
Business to Business

65 (%)

(b) Pengguna individu / Individual consumers

B2C Perniagaan kepada Pengguna
Business to Consumers

66 (%)

(c) Kerajaan dan organisasi bukan perniagaan lain
Government and other non-business organisations

B2G Perniagaan kepada Kerajaan
Business to Government

67 (%)

JUMLAH
TOTAL

(%)

2. Expenditure of e-commerce by type of customers

6.13 Sila nyatakan peratusan perbelanjaan e-dagang mengikut jenis pasaran
Please indicate the percentage of e-commerce expenditure by type of market

(a) Tempatan
Domestic

(b) Antarabangsa
International

JUMLAH
TOTAL

Nota / Note:

Jika peratusan perbelanjaan antarabangsa e-dagang diisi, sila ke soalan 6.14
If the percentage of e-commerce international expenditure is filled, please go to question 6.14

68 (%)

69 (%)

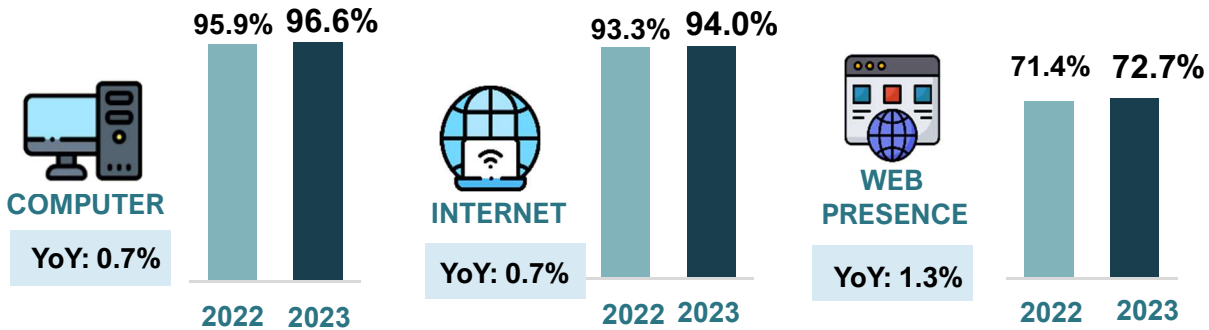
(%)

Key Findings on E-Commerce in Malaysia

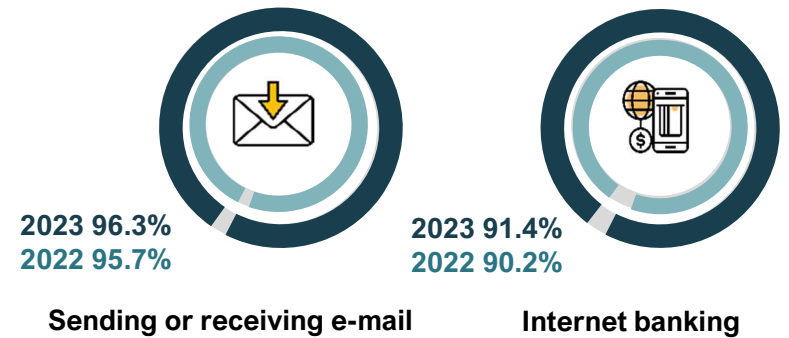


ICT Usage

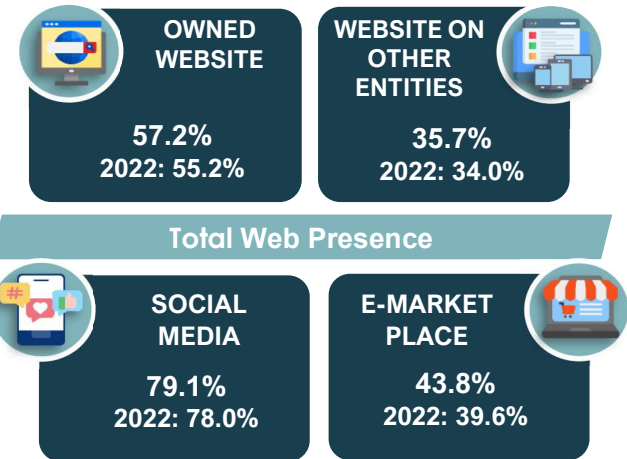
Usage of Computer, Internet and Web Presence, 2022 and 2023



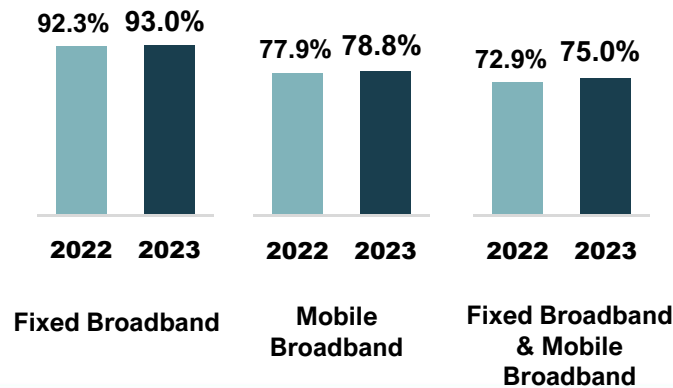
Top 3 Purpose of Internet Usage by Establishments, 2022 and 2023



Types of Web Presence Ownership and Internet Access, 2022 and 2023



Types of Internet Access





Domestic & B2B E-Commerce dominates E-Commerce...

Types of Market



Domestic

2023: RM1,053.0b

2022: RM1,003.5b



International

2023: RM131.1b

2022: RM123.4b

1. Income

2023: RM1,184.1.2b

2022: RM1,126.9b

5.1%



Types of Customer



B 2 B

2023: RM817.8b

2022: RM786.5b



B 2 C

2023: RM336.6b

2022: RM312.6b



B 2 G

2023: RM30.4b

2022: RM27.8b

Types of Market



Domestic

2023: RM530.6b

2022: RM494.2b



International

2023: RM40.8b

2022: RM37.5b

2. Expenditure

2023: RM571.4b

2022: RM531.6b

6.5%



Types of Customer



B 2 B

2023: RM443.4b

2022: RM432.2b



B 2 C

2023: RM112.6b

2022: RM87.9b



B 2 G

2023: RM15.4b

2022: RM11.1b

: Annual growth rate

b : Billion



Main Findings ICTSA 2024



CONTRIBUTION ICT TO ECONOMY

RM451.3 billion
2023: RM429.3 billion

23.4%
2023: 23.5%

CONTRIBUTION GROSS VALUE ADDED OF ICT INDUSTRY (GVAICT)

RM268.7 billion
2023: RM255.2 billion

13.9%
2023: 14.0%

CONTRIBUTION OF E-COMMERCE

RM258.2 billion
2023: RM246.6 billion

13.4%
2023: 13.5%

EXPORTS OF ICT PRODUCTS

RM449.7 billion
2023: RM430.6 billion

Share of ICT product to total exports

32.6%
2023: 34.4%

IMPORTS OF ICT PRODUCTS

RM329.9 billion
2023: RM269.9 billion

Share of ICT product to total imports

25.9%
2023: 23.1%



EMPLOYMENT IN ICT INDUSTRY

1.25 million persons
2023: 1.24 million persons

Share of ICT employment to total employment

7.6%
2023: 7.8%

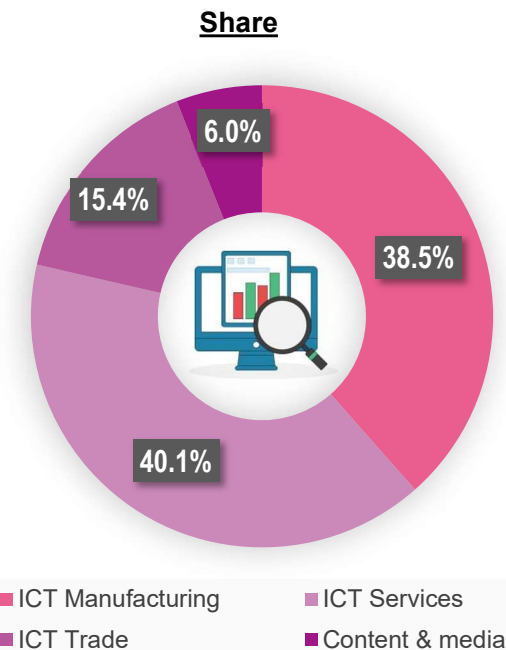




Gross Value Added of ICT (GVAICT)

ICT Industry contributed **13.9%** to the GDP with grew by **5.3%** in 2024 (2023: 3.7%)

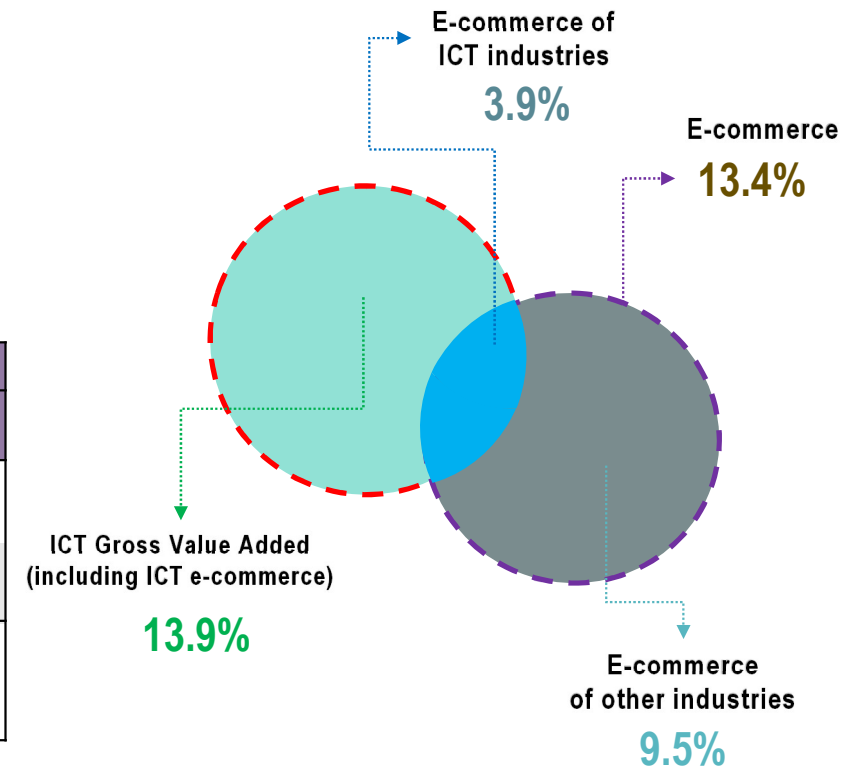
| INDUSTRY | RM Billion | | | Growth (%) | | | Share (%) | | |
|-------------------|--------------|--------------|--------------|-------------|------------|------------|------------------|-------------|-------------|
| | 2022 | 2023 | 2024 | 2022 | 2023 | 2024 | 2022 | 2023 | 2024 |
| ICT Manufacturing | 94.1 | 96.4 | 103.5 | 21.1 | 2.4 | 7.4 | 38.3 | 37.8 | 38.5 |
| ICT Services | 99.7 | 104.2 | 107.7 | 2.6 | 4.5 | 3.3 | 40.5 | 40.8 | 40.1 |
| ICT Trade | 38.1 | 39.5 | 41.3 | 25.3 | 3.5 | 4.6 | 15.5 | 15.5 | 15.4 |
| Content & media | 14.1 | 15.2 | 16.3 | 12.2 | 7.7 | 7.1 | 5.7 | 5.9 | 6.0 |
| | | | | | | | Share to GDP (%) | | |
| GVAICT | 246.0 | 255.2 | 268.7 | 12.9 | 3.7 | 5.3 | 13.7 | 14.0 | 13.9 |





Contribution of ICT & E-commerce to GDP

Contribution of **ICT & E-commerce** to GDP: **23.4%**

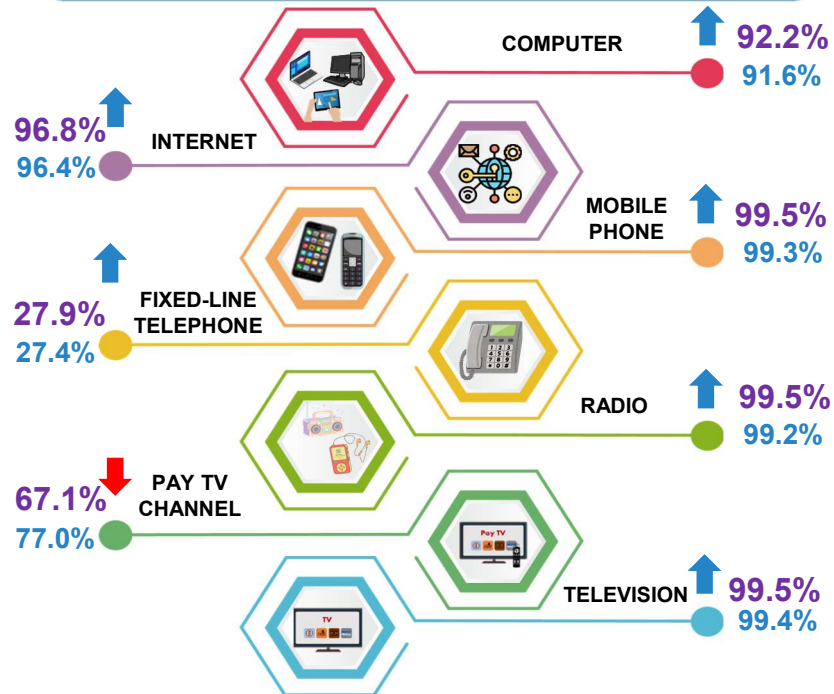


| | 2022 | 2023 | 2024 | 2022 | 2023 | 2024 | 2022 | 2023 | 2024 |
|--|--------------|--------------|----------------|-------------|------------|------------|------------------|-------------|-------------|
| | RM Billion | | | Growth (%) | | | Share to GDP (%) | | |
| ICT Gross Value Added | 246.0 | 255.2 | 268.7 | 12.9 | 3.7 | 5.3 | 13.7 | 14.0 | 13.9 |
| E-commerce of other industries | 168.8 | 174.1 | 182.6 | 18.8 | 3.2 | 4.9 | 9.4 | 9.6 | 9.4 |
| Total of ICT Gross Value Added and E-commerce | 414.8 | 429.3 | 451.3 | 15.2 | 3.5 | 5.1 | 23.1 | 23.5 | 23.4 |
| GDP | 1,794.9 | 1,824.0 | 1,932.3 | 15.9 | 1.6 | 5.9 | | | |

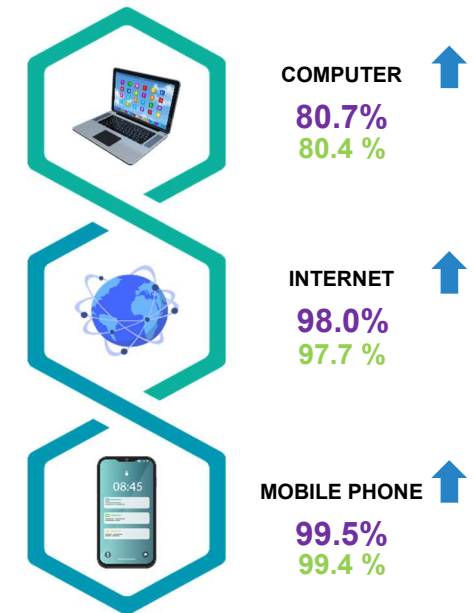


Main Findings ICTHS 2024

ACCESS TO ICT EQUIPMENT AND SERVICES BY HOUSEHOLD



USED OF ICT EQUIPMENT AND SERVICES BY INDIVIDUAL



2024

2023

Malaysia's Position in the Evolving Digital Economy





Malaysia's Ranking at the International Level



ICT DEVELOPMENT INDEX (IDI) 2023



Global Ranking : 15th out of 169 countries
ASEAN Ranking : 3rd

- Score : Malaysia achieved a score of 94.5 percent out of a total of 100 points, surpassing the global average score of 72.8 points.
- Assessment Factors : Nearly universal 4G/LTE network coverage, high mobile broadband subscription rates, and lower prices for both fixed and mobile broadband services.

WORLD DIGITAL COMPETITIVENESS RANKING 2025



Global Ranking : 23th out of 69 countries
ASEAN Ranking : 2nd

- Malaysia moved up 11 spots to 23rd from 34th in 2024
- Rating Factors : This improvement was attributed to its economic performance, government efficiency, and business efficiency.
- The assessment was based on four main pillars: economic performance, government efficiency, business efficiency, and infrastructure, which collectively evaluate a country's competitiveness and capacity to support sustainable growth.



GLOBAL INNOVATION INDEX (GII) 2025



Global Ranking : 34rd out of 139 countries

- Malaysia achieved the 33rd rank (out of 133) in the 2024 GII saw a slight dip to 34th (out of 139 economies).
- Assessment Factors : Innovation inputs, outputs, economic and social impacts, and the enabling institutional and regulatory environment.

E-GOVERNMENT DEVELOPMENT INDEX (EGDI) 2024

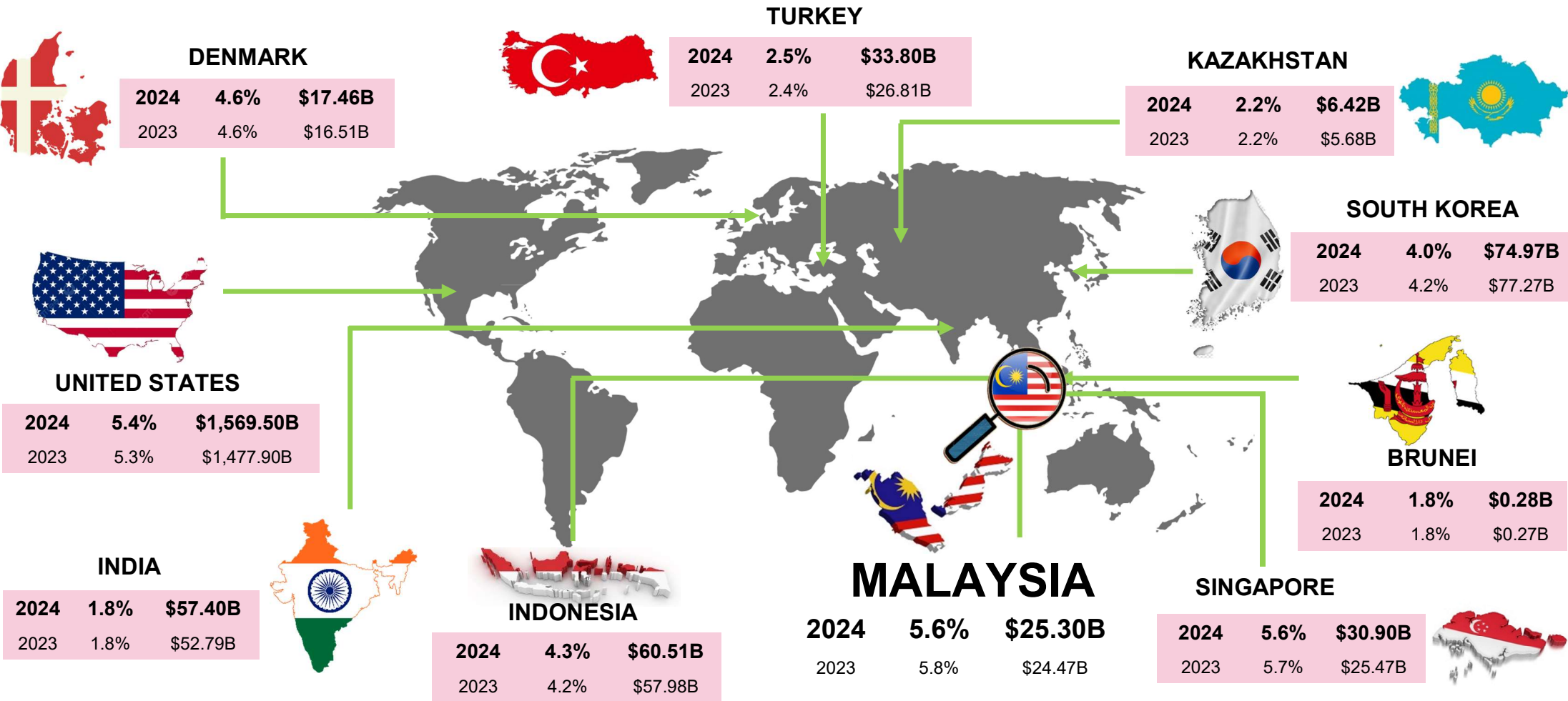


United Nations

Global Ranking : 57th out of 193 countries

- Score : 0.8111, placing Malaysia in the Very High EGDI category, indicating a strong level of digital government development.
- Assessment Factors : Online Service Index (OSI), Telecommunication Infrastructure Index (TII), and Human Capital Index (HCI).

ICT GDP Contribution for Selected Country



*The data refers to the GDP at current prices for the Information & Communication sub-sector from respective NSOs.

Challenges & Way Forward in Measuring E-Commerce



Challenges in Measuring E-Commerce

Rapidly Evolving Business Models



Digital platforms constantly innovate, making classification and measurement difficult.

Cross-Border Digital Transactions



Capturing international digital trade flows remains a significant statistical challenge.

Platform-Mediated Activities



Gig economy and marketplace transactions blur traditional business boundaries.

Informal & Social Commerce



Unregistered sellers and social media trade are difficult to capture in surveys.

Data Integration



Merging administrative data with survey data requires robust methodologies.



Way Forward

1

Conduct the Economic Census 2026

To capture the latest structure of Malaysia's business landscape, with emphasis on digitalisation, platform usage, and technology adoption

- ✓ Additional questions related to digital economy i.e. incidents of cybersecurity, AI, IoT, digital intermediate platforms

2

Enhance measurement of the sharing economy

Strengthening the measurement of the sharing economy by focusing on fast-growing digital platforms in transport, accommodation, professional services, and gig work

- ✓ Manual is currently being prepared
- ✓ Develop definition and scope of activities in the context of Malaysia

3

Strengthen digital economy statistics

Strengthen the measurement of Malaysia's digital economy through enhanced surveys, satellite accounts, and integration of administrative data

- ✓ Conduct studies on measuring Malaysia's digital economy
- ✓ Collaborate with relevant government agencies and ministries

4

Digital Trade

Further enhance the framework of digital trade to Malaysia's economy (i.e. unregistered activities)

- ✓ Collaborate with relevant government agencies and ministries

"STATISTICS BLOOM IN HARMONY"

Doesn't matter far or near
Strength in numbers
we don't live in fear

Birds of feather flock together
Statistics our form of adour
We, will always live it up

Prechorus

So let us live in solidarity
And in the world arena we'll succeed
It is statistics that will come to be
The reason we will bloom in harmony



VIDEO "STATISTICS
BLOOM IN HARMONY"

[https://bit.ly/STATISTICS
BLOOMINHARMONY](https://bit.ly/STATISTICS
BLOOMINHARMONY)

Chorus

Everybody undivided
Data's where our hearts reside in
There will always be a bind

Just like fire that ignites
That's how brightly lit our dreams are
We'll reach higher than the stars

Sending love to one another
Leaving no one in a slumber
We will stand with unity

Mustering our courage while
Embracing our disparities
We'll achieve our victory

One dream with unity
One love with harmony

THANK YOU



@StatsMalaysia