

WHAT'S
COMING
NEXT?



VENUE

Perdana Room,
Royal Lake Club

REGISTRATION

Complimentary
By Invitation



A BREAKFAST DIALOGUE WITH IAA MALAYSIA

DATE

24 Apr 2026
Friday

TIME

9:00am -
12:30pm

HOW HAS CONSUMER SPENDING CHANGED?

IS THERE A SHIFT IN CONSUMER PREFERENCES

between essentials and discretionary goods?

HOW IS YOUR BRAND TARGETING SHOPPERS

at the moment of purchase?

What are the impacts & opportunities with Shopper Marketing in Malaysia?

Join us for this intriguing Breakfast session as we delve into insights in retail marketing & unravel Shopper Marketing.

Sponsor

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MEDIA
NETWORK**

www.iaa.org.my

OVERVIEW:

FRI, 24 APR 2026

Malaysia's retail sector isn't just growing—it's accelerating, fuelled by rapid urbanisation, a rising middle class, and ever-evolving consumer expectations. By 2025, the market is projected to reach USD 132.27 billion, sustaining a healthy **4–6% year-on-year growth** across 2024–2025.

Yet beneath this momentum lies a striking reality: **an estimated 733 retail centres** now span the country, from sprawling malls to hypermarkets, supermarkets, and market complexes. This raises a critical inflection point—are we witnessing sustainable growth, or edging into oversupply? Has Malaysia reached retail saturation?

In an environment where footfall is fiercely contested and consumer attention is increasingly fragmented, brands face a new battlefield. The question is no longer just about presence, but precision and differentiation.

How do brands cut through the noise, convert traffic into meaningful engagement, and ultimately drive sales in a landscape where choice is abundant and loyalty is fleeting?

To confront these challenges head-on, **IAA Malaysia** is convening a powerhouse of industry minds – from retail research specialists to shopper marketing experts—for an exclusive breakfast dialogue. This session is designed to decode shifting shopper behaviours, unpack evolving spending patterns, and reimagine the future of shopper experience.

The upcoming **“Unravel & Recode Shopper Marketing”** by IAA Malaysia is more than just a half-day session – it's a catalyst. Expect sharp perspectives, dynamic exchanges, and actionable insights that will equip retailers, brand owners, and marketers to navigate—and win—in today's complex retail landscape.

What to Expect: A focused session on retail and shopper marketing, exploring how shopper behaviour is evolving today. From shopper insights to the end-to-end journey and in-store experience, the discussion centres on how brands can better connect with and influence shoppers at key moments of decision.

Contact Information for more details
Yash at yash@v-efx.com

How has retail marketing changed?

Do brand owners and retailers need to re-think their strategies to help grow sales and attract new customers?

Aiming to trigger immediate or impulse purchases?

Are your current shopper marketing strategies delivering the numbers?

What are the insights, innovations and new marketing approaches you need to adopt to be successful today?

Join us this 24th April