

IPSOS PRESS RELEASE PREDICTIONS 2026

MALAYSIANS' ASPIRATION FOR
2026

January 2026

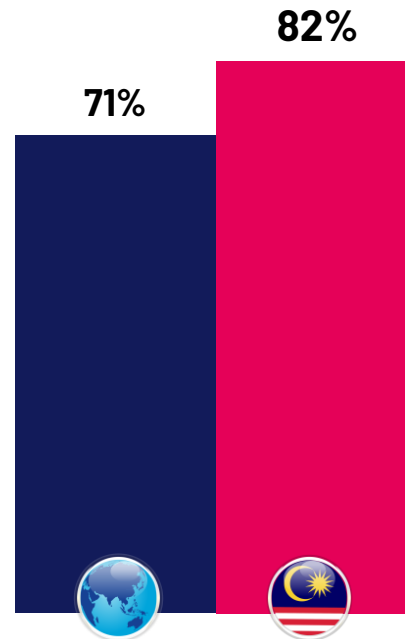
Malaysians show strong optimism for 2026

A strong majority of Malaysians (82%) believe that 2026 will be a better year for them compared to 2025. This optimism also extends to the longer term, with 77% expressing confidence in the future, surpassing the global average of 52%.

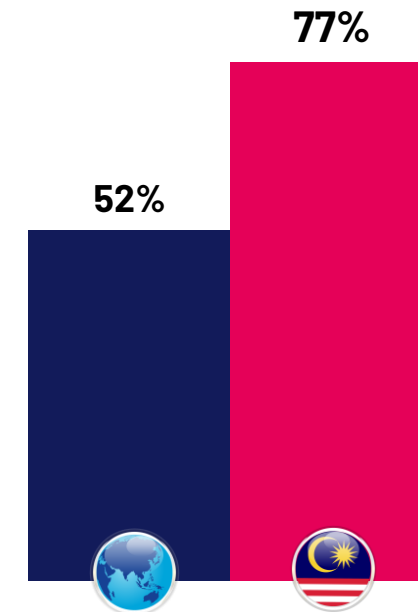
Overall, this positive sentiment suggests that most Malaysians remain hopeful about the country's long-term direction and prospects.

Base: Representative sample of Malaysian adults aged 18-74: n=500; Global: n=23,642

What are people's perceptions when they think about 2026?



Will be better than 2025



More optimistic about the long-term future

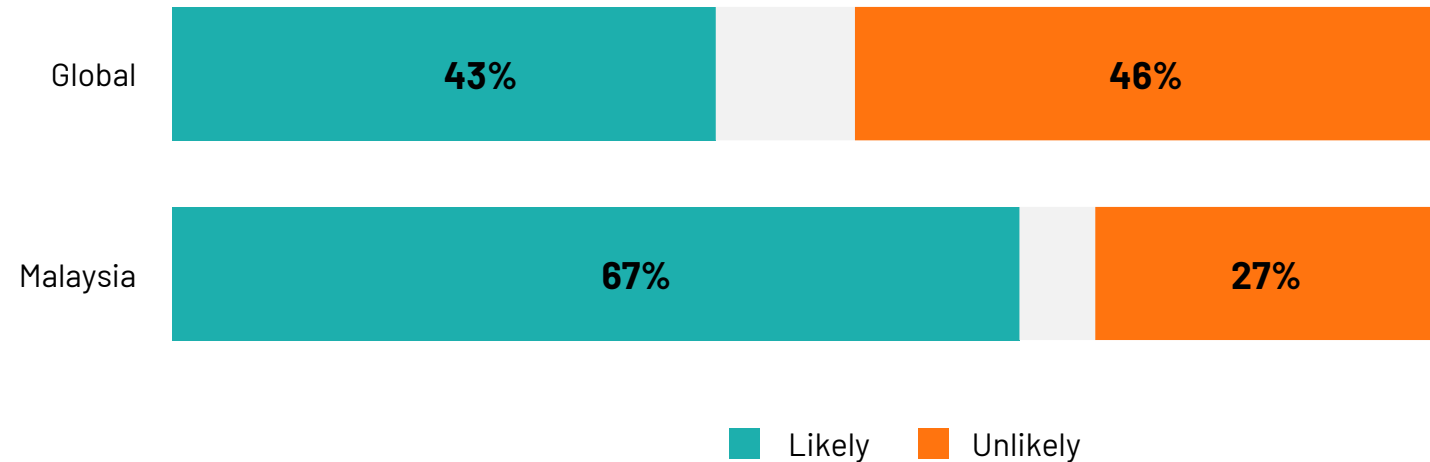
Malaysians are optimistic about AI's job potential in 2026

Globally, people are unsure whether AI will create more jobs in 2026, with opinions fairly balanced between optimism and doubt.

However, Malaysians are much more positive about AI's impact. Most Malaysians believe that AI will lead to more job opportunities next year, showing a stronger sense of confidence compared to global views.

Base: Representative sample of Malaysian adults aged 18-74: n=500; Global: n=23,642

Will AI create more job opportunities in 2026?



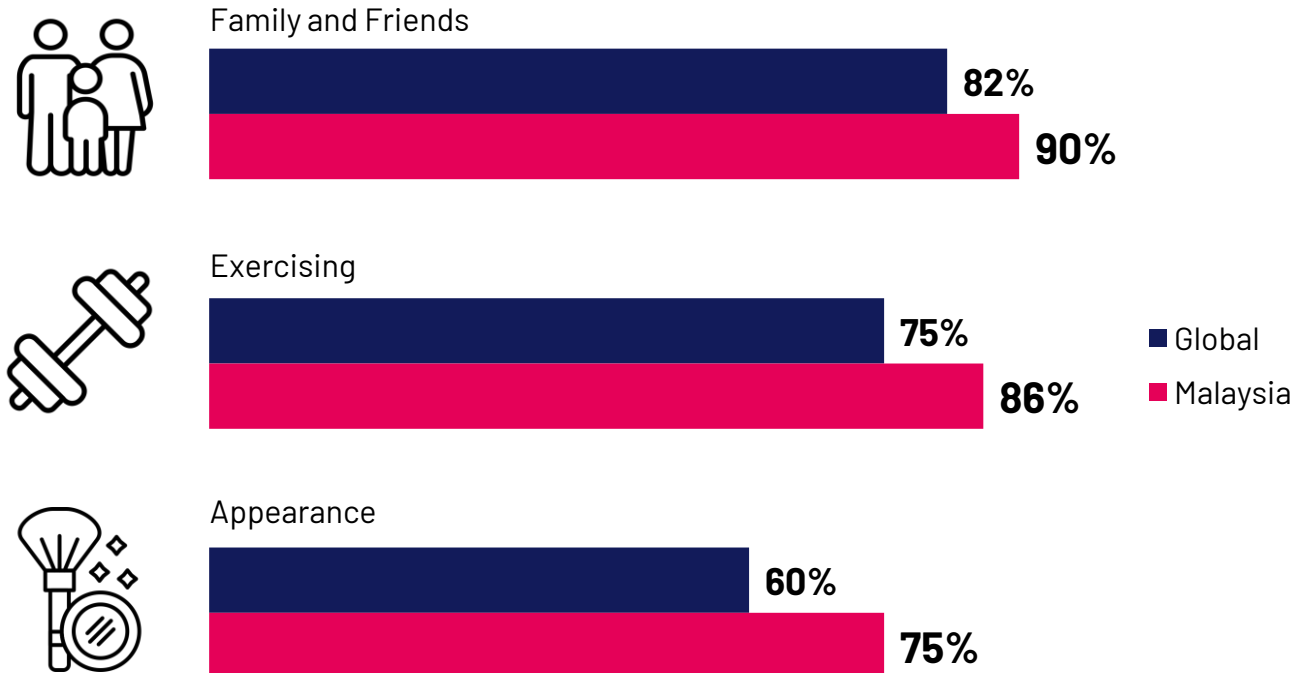
Growing focus on **self-care** and **wellbeing** among Malaysians in 2026

Not only do Malaysians plan to spend more time with their family, friends, and on exercise in 2026, but they also intend to dedicate more attention to their appearance.

This points to a shift in priorities, as Malaysians place greater value on balance – investing not only in work and progress, but also in health, relationships, and self-improvement in the coming year.

Base: Representative sample of Malaysian adults aged 18-74: n=500; Global: n=23,642

What do people aim to spend more time with/on?

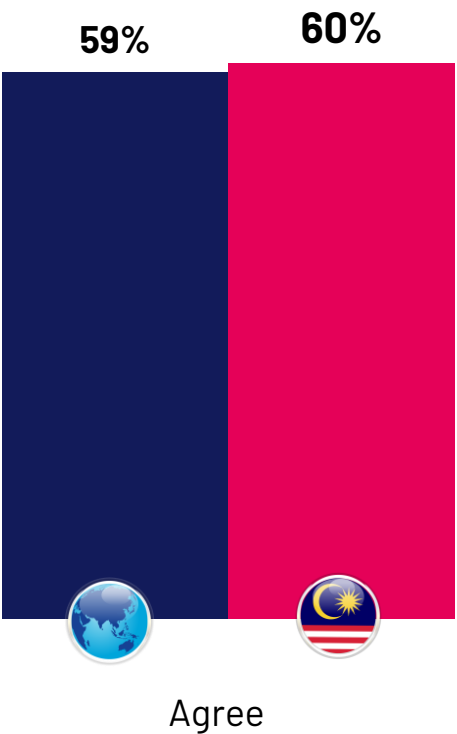


Malaysians are thrilled ahead for 2026 World Cup

Despite recent controversies surrounding Malaysian football, 60% of Malaysians say they plan to watch the 2026 FIFA World Cup, slightly above the global average. This sustained interest highlights football’s enduring role as a shared cultural experience, one that brings people together and reflects broader optimism as Malaysians look ahead to 2026.

Base: Representative sample of Malaysian adults aged 18-74: n=500; Global: n=23,642

I plan to watch the 2026 World Cup





Predictions for 2026

Malaysians are entering 2026 with renewed confidence. Targeted support measures such as SARA and BUDI MADANI, a firmer ringgit, and the successful ASEAN Summit have helped end the year on a stronger footing, reinforcing confidence in Malaysia's medium-term growth outlook, even as global trade tensions and geopolitical uncertainties persist.

Optimism is also building around artificial intelligence (AI), which is expected to accelerate Malaysia's technological transition and advance the goals of the New Industrial Master Plan (NIMP 2030). With adoption reportedly growing 35 percent year-on-year, AI is poised to boost productivity, support moves up the value chain and catalyse the development of future-ready industries.

As economic confidence rises, Malaysians' 2026 New Year's resolutions reflect a growing emphasis on self-care and well-being, with a greater focus on relationships, physical activity, and personal appearance. This shift is visible in the surge of interest in getting active, from the growing popularity of pickleball to heightened anticipation for major sporting events, including the 2026 FIFA World Cup. The increased prioritization of family and friends reinforces Malaysia's reputation as a community-oriented society and complements the broader economic optimism heading into the new year.



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