MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

MEDIA STATEMENT

STATISTICS ON USAGE OF ICT AND E-COMMERCE BY ESTABLISHMENTS 2025
(REFERENCE YEAR 2024)

80.3 per cent of businesses embrace social media in 2024

PUTRAJAYA, 30TH JUNE 2026 – Malaysia's business sector continued to advance its digital transformation journey in 2024, with wider adoption of information and communication technology (ICT) supporting greater operational efficiency, business innovation and market connectivity. The Department of Statistics Malaysia (DOSM), in its release of the Statistics on ICT Usage and E-Commerce by Establishments, 2025 (reference year 2024), reported that the adoption of digital technologies continued to strengthen across businesses, enhancing operational efficiency, competitiveness and resilience in an increasingly digital economy.

Usage of ICT by Establishment

Web presence among businesses strengthened further in 2024, with **74.4 per cent of establishments reporting an online presence** compared to 72.7 per cent in 2023. Social media remained the most utilised platform, adopted by 80.3 per cent of businesses, followed by owned websites (58.7%), e-marketplaces (44.1%) and websites hosted on other entities (38.0%). The increasing adoption of these digital channels reflects businesses' growing efforts to expand market reach, enhance customer engagement and strengthen brand visibility in an increasingly connected business environment.

The report also revealed that **97.2 per cent of businesses utilised computers and 95.3 per cent had internet access in 2024**, underscoring the widespread adoption of digital technologies and the growing importance of digital connectivity in supporting business operations, communication, and service delivery. Chief Statistician Malaysia, Dato' Sri Dr. Mohd Uzir Mahidin, stated that "The growing adoption of digital technologies is not merely a response to market dynamics, but a strategic move that enables businesses to innovate, improve operational efficiency and remain resilient in an evolving economic environment."

By sector, **Manufacturing** remained the most digitally engaged sector, recording **the highest web presence at 76.2 per cent**, supported by strong computer and internet usage (96.5% each). The Services sector followed closely at 74.6 per cent, reflecting its increasing reliance on digital platforms to enhance service delivery and customer engagement. Construction recorded a web presence of 73.2 per cent and the highest adoption of computers and internet access (97.4% each), highlighting the role of digital connectivity in improving project coordination and operational efficiency. Meanwhile, Mining & Quarrying, although recording a lower web presence at 59.8 per cent, registered an increase of 1.1 percentage points, signalling a gradual but encouraging shift towards greater digital integration.

The expansion of businesses' web presence and digital engagement was supported by wider adoption of computer network infrastructure. Wide Area Network (WAN) remained the most widely used network at 89.4 per cent, followed by Local Area Network (LAN) (77.5%) and Wireless Local Area Network (WLAN) (71.8%), reflecting growing reliance on integrated digital systems to support efficient operations and communication. The increased use of intranet (53.1%) and extranet (26.2%) further highlights businesses' efforts to strengthen internal coordination and external connectivity.

Strong digital infrastructure was complemented by high internet penetration, with fixed broadband remaining dominant at 94.0 per cent and mobile broadband reaching 79.8 per cent. This connectivity supported a broad range of online business activities, particularly e-mail communication (97.0%), internet banking (92.1%) and information gathering on goods and services (83.1%). Businesses also continued to adopt advanced digital technologies, led by mobile internet and technologies (74.0%), social media (71.2%) and cloud computing (60.3%), reflecting deeper digital integration to enhance operational efficiency, flexibility and customer engagement.

In addition, **the adoption of internet and 5G technology among establishments increased to 33.0 per cent in 2024** from 30.6 per cent in 2023. This progress was supported by nationwide 4G and 5G coverage of 98.7 per cent and 82.4 per cent, respectively, providing a stronger foundation for businesses to leverage advanced technologies, enhance productivity and support innovation. The increasing digital readiness of businesses has also created a conducive environment for e-commerce expansion, enabling firms to reach wider markets, improve transaction efficiency and strengthen participation in both domestic and international trade.

Income and Expenditure of E-Commerce by Establishment

The increasing adoption of ICT and digital technologies continued to translate into tangible economic gains. **Malaysia's e-commerce income grew by 8.8 per cent to RM1.29 trillion in 2024**, compared to RM1.18 trillion in the previous year, highlighting the expanding role of digital trade in driving economic activity. The **Services sector contributed RM639.8 billion**, **an increase of 9.7 per cent year-on-year**, followed closely by Manufacturing at RM635.5 billion, which grew by 8.8 per cent. Construction and Agriculture recorded notable growth of 10.3 per cent and 9.2 per cent, respectively, reflecting broader participation in the digital marketplace.

Chief Statistician Malaysia, Dato' Sri Dr. Mohd Uzir Mahidin, stated that "This performance demonstrates how digitalisation has become a catalyst for economic resilience, enabling businesses across sectors to unlock new opportunities, strengthen operational efficiency and remain competitive in a rapidly evolving marketplace".

The expansion in e-commerce income was driven primarily by Business-to-Business (B2B) transactions, which increased by 7.6 per cent to RM879.6 billion in 2024. Meanwhile, Business-to-Consumer (B2C) transactions grew at a faster pace of 11.3 per cent to RM374.7 billion, while Business-to-Government (B2G) transactions rose by 11.4 per cent to RM33.8 billion. This reflects increasing consumer participation and the growing adoption of digital platforms across both private and public sectors.

Domestic e-commerce income climbed 9.2 per cent to RM1.15 trillion, supported mainly by the Manufacturing and Services sectors, while international income grew by 5.2 per cent to RM138.0 billion, highlighting Malaysia's strengthening role in cross-border digital trade.

E-commerce expenditure also grew in tandem, rising by 9.4 per cent to RM625.3 billion in 2024. Domestic expenditure increased by 9.4 per cent to RM580.4 billion, while international expenditure expanded by 10.1 per cent to RM44.9 billion, indicating deeper integration into regional and global supply chains.

B2B transactions continued to dominate e-commerce expenditure at RM481.7 billion, recording a growth of 8.6 per cent. However, stronger momentum was observed in B2C expenditure, which increased by 12.7 per cent, followed by B2G expenditure at 8.2 per cent, supported by greater utilisation of online procurement systems and e-payment solutions.

In conclusion, the findings underscore the accelerating pace of digital transformation among Malaysian businesses, as reflected in the widespread adoption of ICT, expanding digital connectivity and sustained growth in e-commerce activities. As emphasised by Dato' Sri Dr. Mohd Uzir Mahidin, Chief Statistician Malaysia, digital adoption has evolved beyond a business necessity into a strategic imperative for enhancing productivity, fostering innovation and strengthening competitiveness. With continued investments in digital infrastructure, advanced technologies and connectivity, Malaysia is well-positioned to further expand its digital economy, attract quality investments and support sustainable economic growth in the years ahead.

The Department of Statistics Malaysia (DOSM) is conducting the **Economic Census 2026 (BE2026)**, with themed **"*Data Nadi Ekonomi Rakyat*"**. The sixth Economic Census, will be carried out from **5th January to 31st October 2026**. BE2026 aims to collect comprehensive and structured data from all registered and unregistered business establishments in Malaysia to assess the nation's economic performance, structure and characteristics in an evidence-based manner.

Malaysia has, for the first time, successfully secured the **top position** globally in the biennial **Open Data Inventory (ODIN) 2024/25** report released by Open Data Watch (ODW), surpassing 197 other countries. This achievement marks a significant leap from its 67th position in the ODIN 2022/23 assessment.

OpenDOSM NextGen is a medium that provides data catalogue and visualisations to facilitate users' analysis and can be accessed through https://open.dosm.gov.my.

Chart 1: Usage of ICT by Establishment, Malaysia, 2022–2024

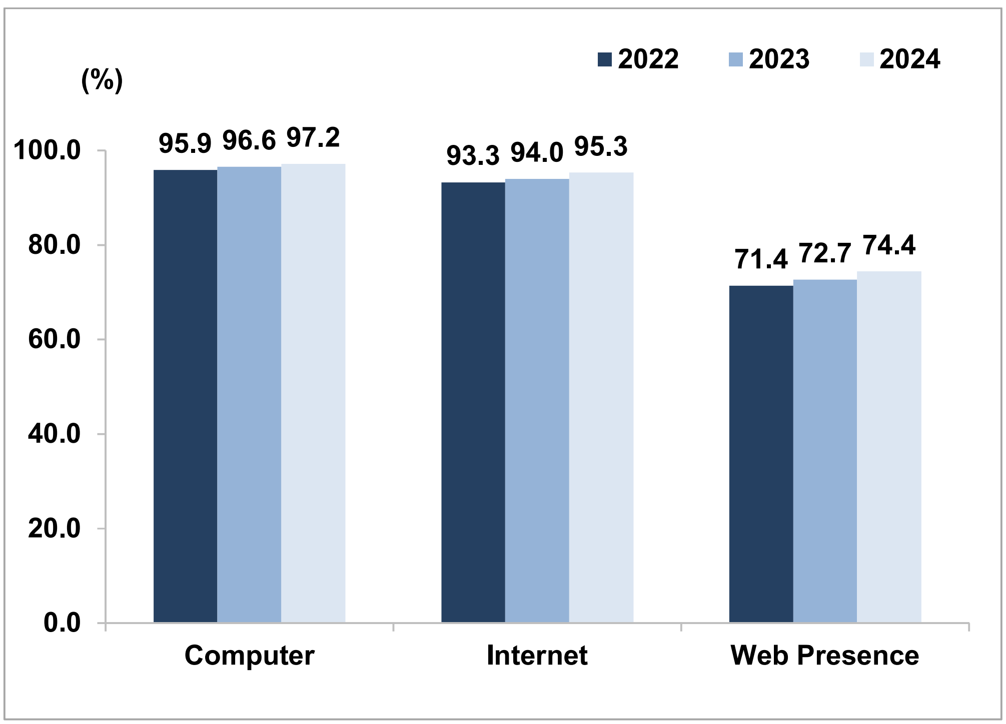


Chart 2: Type of Web Presence Owned by Establishment, Malaysia, 2022-2024

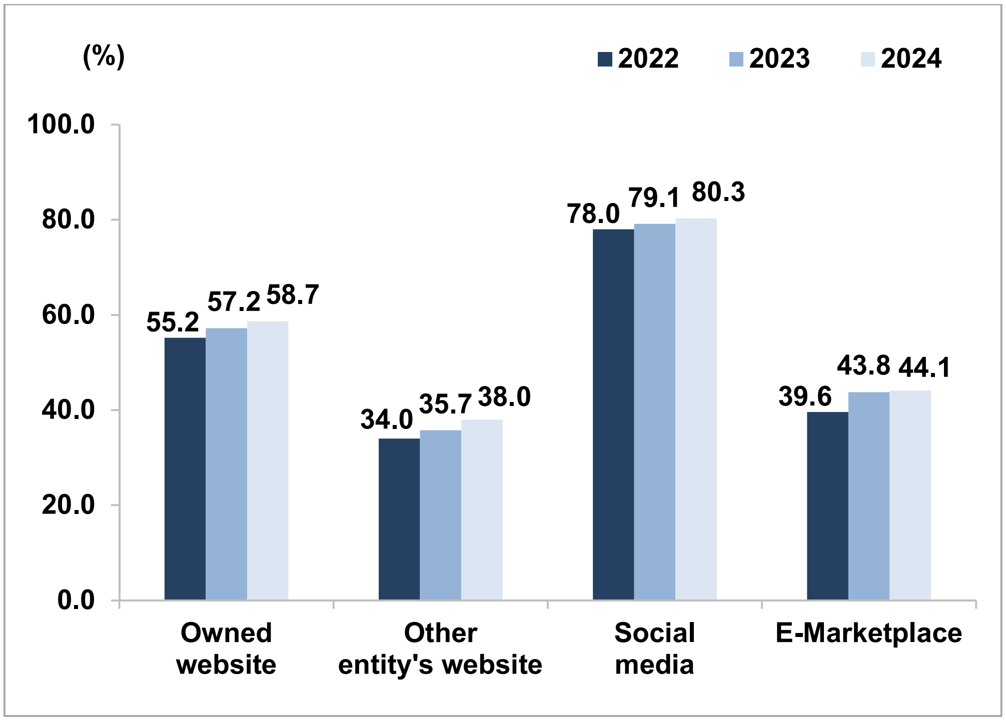


Chart 3: E-Commerce Performance, Malaysia, 2022–2024

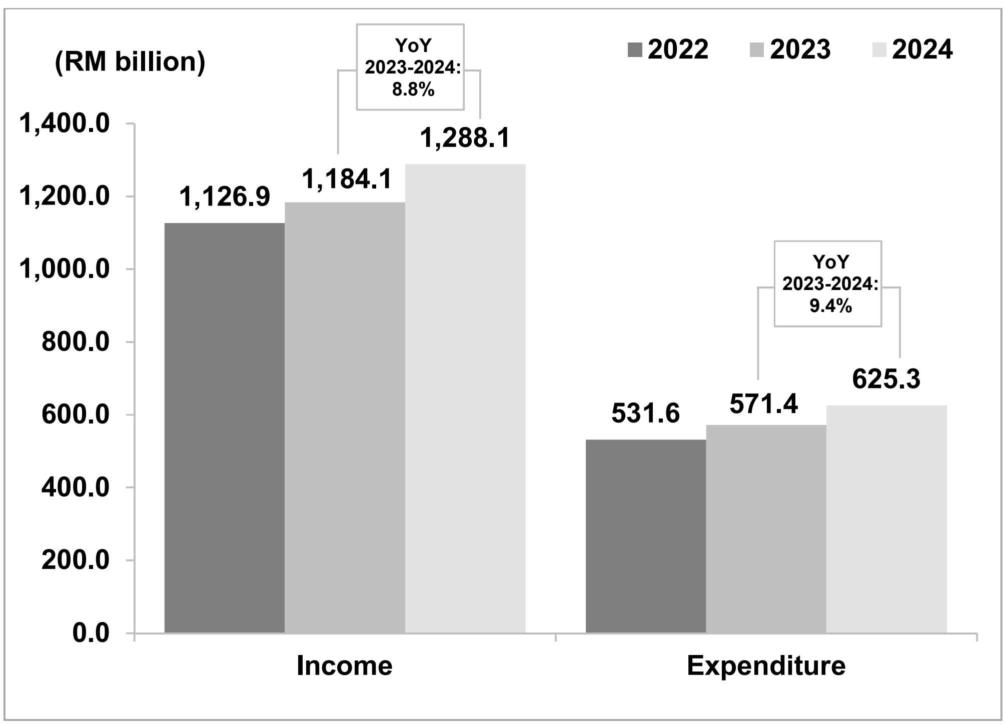


Chart 4: E-Commerce Income and Expenditure by Type of Market, Malaysia, 2023–2024

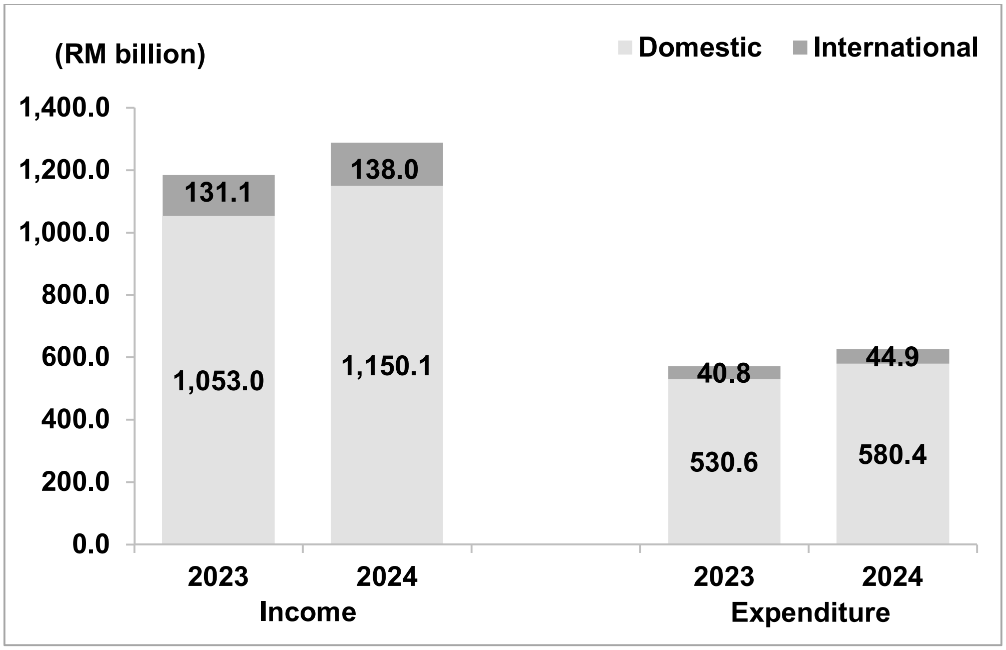
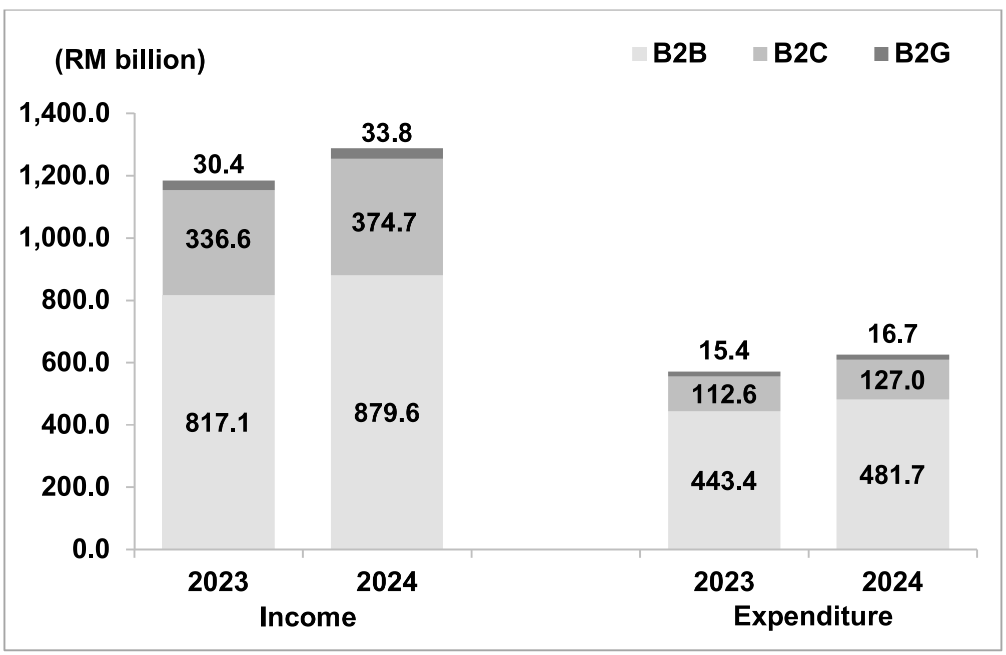


Chart 5: E-Commerce Income and Expenditure by Type of Customer, Malaysia, 2023–2024



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