

# *Hargapedia Insight: Favourite Retailers, Category & Brands*

August 2019

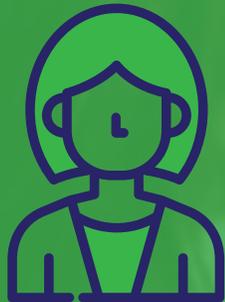


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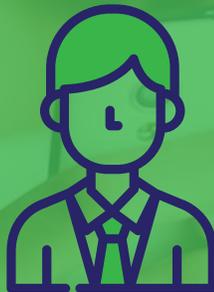
- 01** Who are Hargapedia users?
- 02** Favourite Retailers Ranking by Hargapedia Users
- 03** Favourite keywords search, Most Saved Category & Brand Preference Ranking by Hargapedia Users

# Majority of Malay users are parents with child; whereas Chinese female user equally split among 3 groups

## Malay (73%)



72%



28%

Single	Married No Child	Married With Child
24%	22%	54%

Single	Married No Child	Married With Child
24%	21%	55%

## Chinese (27%)



62%

Single	Married No Child	Married With Child
35%	31%	32%



38%

Single	Married No Child	Married With Child
45%	27%	26%

While Tesco is the most favoured retailer among married females; clear preference of Mydin (Malay) & AEON (Chinese) is observed



Female married with child

Malay	Chinese
15%	15%
12%	12%
10%	11%
9%	9%
8%	8%
7%	7%
6%	6%
6%	4%
4%	4%
3%	4%
2%	2%



Female married no child

Malay	Chinese
14%	14%
12%	11%
10%	11%
8%	9%
8%	8%
7%	7%
7%	6%
6%	5%
5%	4%
3%	4%
2%	2%



# Married males top 2 most favoured retailers is Tesco and Giant & same preference of Mydin (Malay) & AEON (Chinese) seen too



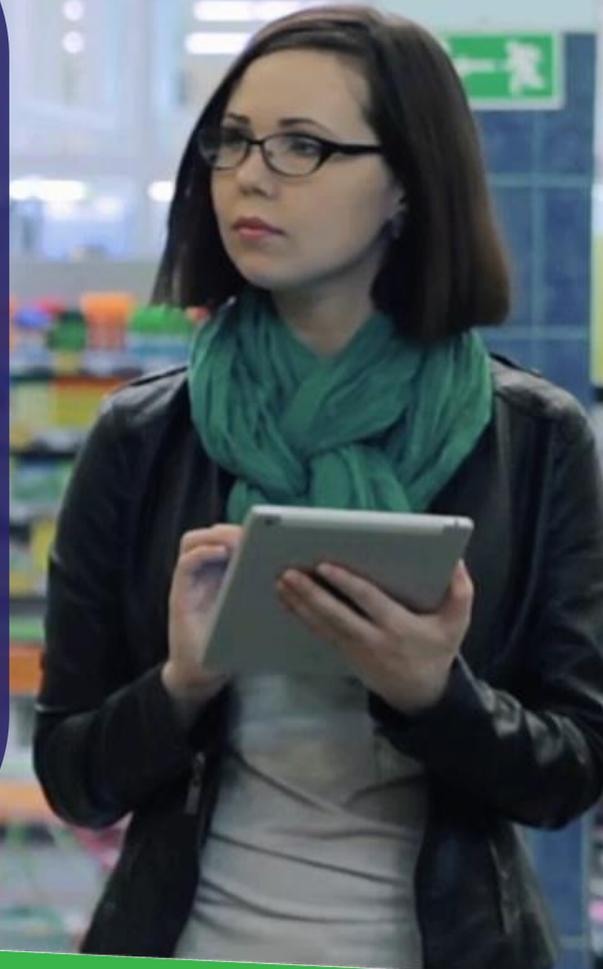
## Male married with child

Malay	Chinese
15%	16%
13%	12%
11%	12%
9%	9%
8%	9%
8%	7%
6%	5%
3%	4%
3%	3%
2%	2%
2%	2%



## Male married no child

Malay	Chinese
15%	15%
13%	12%
10%	11%
9%	10%
8%	8%
8%	7%
6%	5%
4%	4%
4%	4%
3%	3%
2%	3%



# There is a higher preference of Watsons & Guardian among single female Malays vs married female Malays; 7Eleven is preferred among single Malays



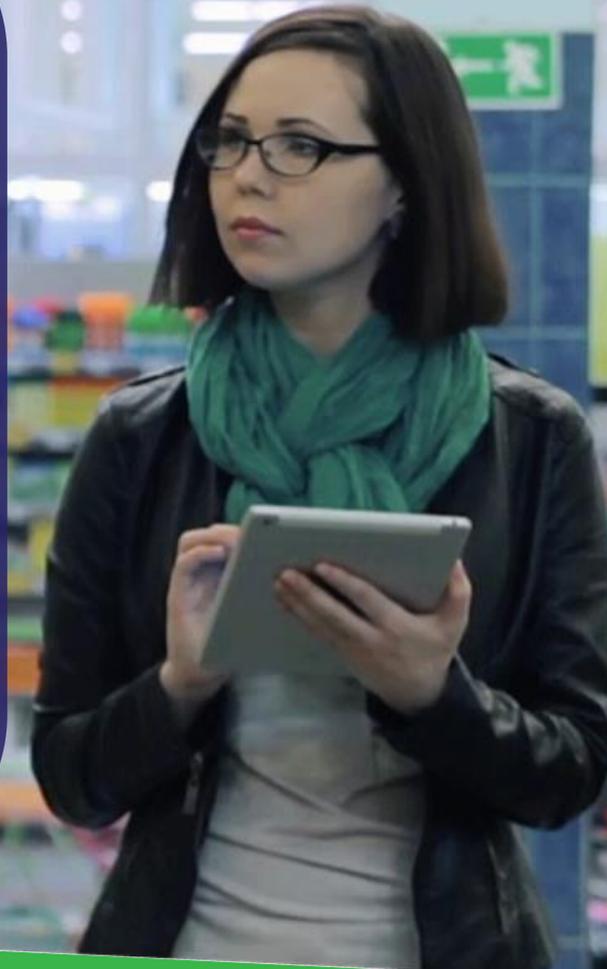
## Female Single

Malay	Chinese
11%	14%
11%	11%
11%	10%
10%	8%
9%	8%
6%	7%
6%	6%
6%	6%
6%	4%
2%	3%
2%	2%



## Male Single

Malay	Chinese
13%	15%
12%	12%
10%	10%
7%	9%
7%	8%
7%	7%
6%	5%
6%	5%
5%	4%
3%	3%
3%	2%



Milo, Drypers & Top are the top 3 keywords searched by users; where 8 out of top 20 keywords are baby product related



1st **Milo**

2nd **Drypers**

3rd **Top**

4th **Beras** (rice)

5. Dutch lady
6. Breeze
7. Butter
8. Pampers
9. Ayam (chicken)
10. Dugro
11. Nescafe
12. Huggies
13. Hada labo
14. Maybelline
15. Mamypoko
16. Buttercup
17. Dettol
18. Fernleaf
19. Downy
20. Susu (milk)

# Other than Baby items; Malays tend to look for softener; pasta/sauce & fresh vegetable; while Chinese prefer toilet roll & coffee

## Malay

1. Diaper Tape
2. Detergent
3. Diaper Pants
4. Baby Milk 1-3 years old
5. Rice
6. Baby Wash
7. Softener
8. Biscuit
9. Body Wash
10. Liquid UHT Milk
11. Cooking Oil
12. Fresh Vegetables
13. Pasta & Sauce
14. Chocolate Drink
15. Sanitary Pad

## Chinese

1. Diaper Tape
2. Detergent
3. Diaper Pants
4. Baby Milk 1-3 years old
5. Biscuit
6. Sanitary Pad
7. Rice
8. Body Wash
9. Toilet Roll
10. Baby Wash
11. Cooking Oil
12. Shampoo
13. Coffee
14. Chocolate Drink
15. Liquid UHT Milk



Female married  
With child

# Both Malay & Chinese married males will have more or less same categories preferences as married females

## Malay

1. Diaper Tape
2. Baby Milk 1-3 years old
3. Detergent
4. Rice
5. Diaper Pants
6. Liquid UHT Milk
7. Body Wash
8. Cooking Oil
9. Chocolate Drink
10. Baby Milk 3 years & above
11. Softener
12. Biscuit
13. Dishwash
14. Baby Milk Below 1 year old
15. Fresh Meat

## Chinese

1. Diaper Tape
2. Baby Milk 1-3 years old
3. Detergent
4. Biscuit
5. Coffee
6. Rice
7. Chocolate Drink
8. Body Wash
9. Cooking Oil
10. Diaper Pants
11. Toilet Roll
12. Liquid UHT Milk
13. Noodle
14. Baby Milk 3 years & above
15. Shampoo



# There are more cooking & baking categories saved by Malays; while Chinese look for convenience e.g. noodle & snack

## Malay

1. Detergent
2. Rice
3. Cooking Oil
4. Body Wash
5. Fresh Vegetables
6. Sanitary Pad
7. Liquid UHT Milk
8. Shampoo
9. Softener
10. Biscuit
11. Butter & Margarine
12. Dishwash
13. Pasta & Sauce
14. Facial Cleanser
15. Chocolate Drink

## Chinese

1. Detergent
2. Rice
3. Biscuit
4. Sanitary Pad
5. Cooking Oil
6. Body Wash
7. Shampoo
8. Coffee
9. Toilet Roll
10. Canned Food
11. Liquid UHT Milk
12. Noodle
13. Toothpaste
14. Softener
15. Snacks



Female married  
**NO** child

# Beverage, convenient & indulgent categories (coffee, soft drink, noodle & snack) rank much higher among in married males vs married females cluster

## Malay

1. Rice
2. Detergent
3. Cooking Oil
4. Liquid UHT Milk
5. Body Wash
6. Fresh Vegetables
7. Soft Drink
8. Chocolate Drink
9. Fresh Meat
10. Noodle
11. Coffee
12. Softener
13. Dishwash
14. Toothpaste
15. Red Sauces

## Chinese

1. Coffee
2. Detergent
3. Rice
4. Biscuit
5. Noodle
6. Toilet Roll
7. Chocolate Drink
8. Cooking Oil
9. Liquid UHT Milk
10. Body Wash
11. Toothpaste
12. RTD Coffee/Tea/Choco
13. Snacks
14. Chilled Milk
15. Shampoo



Male married  
No child

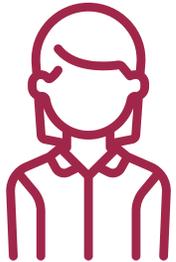
# Single female Malays do check more on personal beauty care categories while Chinese female are more practical on usual grocery items

## Malay

1. Facial Cleanser
2. Moisturiser
3. Detergent
4. Cosmetics
5. Sanitary Pad
6. Body Wash
7. Shampoo
8. Rice
9. Biscuit
10. Noodle
11. Fresh Vegetables
12. Softener
13. Cooking Oil
14. Sunblock
15. Chocolate & Sweets

## Chinese

1. Biscuit
2. Sanitary Pad
3. Detergent
4. Noodle
5. Body Wash
6. Fresh Vegetables
7. Shampoo
8. Snacks
9. Rice
10. Cereal
11. Toilet Roll
12. Cooking Oil
13. Coffee
14. Chilled Milk
15. Liquid UHT Milk



Female Single

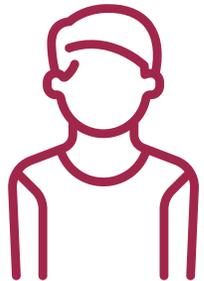
Single male Malays has higher interest on facial cleanser than Chinese cluster; Single males tend to check prices for canned food as well

### Malay

1. Rice
2. Body Wash
3. Noodle
4. Liquid UHT Milk
5. Fresh Vegetables
6. Detergent
7. Facial Cleanser
8. Biscuit
9. Canned Food
10. Soft Drink
11. Chocolate & Sweets
12. Fresh Meat
13. Shampoo
14. Fresh Fish & Seafood
15. Chilled Milk

### Chinese

1. Biscuit
2. Detergent
3. Noodle
4. Body Wash
5. Coffee
6. RTD Coffee/Tea/Choco
7. Liquid UHT Milk
8. Rice
9. Chocolate Drink
10. Shampoo
11. Canned Food
12. Snacks
13. Toothpaste
14. Cooking Oil
15. Chilled Milk



Male Single

# Top 3 brands in 'Hargapedia My List' under 'Baby'-related categories vary amongst Malay and Chinese

			1st Choice	2nd Choice	3rd Choice
	Diaper Tape	M	Drypers 	Pet Pet 	Mamy Poko 
		C	Drypers 	Mamy Poko 	Huggies 
	Diaper Pants	M	Drypantz 	Mamy Poko 	Genki 
		C	Mamy Poko 	Drypantz 	Genki 
	Baby Milk 1-3 years old	M	Dutch Lady 	Dugro 	Pediasure 
		C	Pediasure 	Enfagrow 	Friso 
	Baby Milk 3 years & above	M	Dugro 	Dutch Lady 	Fernleaf 
		C	Dutch Lady 	Dugro 	Enfagrow 
	Baby Wash	M	Carrie Junior 	Drypers 	Johnson's 
		C	Johnson's 	Carrie Junior 	Drypers 

# Top 3 brands in 'Hargapedia My List' under 'Food' related categories vary amongst Malay and Chinese

			1st Choice	2nd Choice	3rd Choice
	Rice	M	Jasmine 	Faiza 	Cap Rambutan 
		C	Jasmine 	Bird of Paradise 	ecoBrown's 
	Oil	M	Saji 	Alif 	Buruh 
		C	Knife 	Naturel 	Red Eagle 
	Biscuit	M	Munchy's 	Julie's 	Hup Seng 
		C	Julie's 	Munchy's 	Hup Seng 
	Liquid Milk UHT	M	Dutch Lady 	Goodday 	Milo 
		C	Dutch Lady 	Goodday 	Milo 
	Noodle	M	Maggi 	SamYang 	Mi Sedaap 
		C	Maggi 	Mamee 	Cintan 

# Top 3 brands in 'Hargapedia My List' under 'Household' categories vary amongst Malay and Chinese

			1st Choice	2nd Choice	3rd Choice
	Detergent	M	Top 	Breeze 	Dynamo 
		C	Top 	Dynamo 	Breeze 
	Softener	M	Downy 	Softlan 	Daia 
		C	Softlan 	Downy 	Daia 
	Dish wash	M	Sunlight 	Glo 	Joy 
		C	Sunlight 	Glo 	Joy 
	Toilet Roll	M			
		C	Cutie Compact 	Kleenex 	Vinda 
	Chilled Milk	M	Farm Fresh 	Goodday 	Dutch Lady 
		C	Farm Fresh 	Goodday 	Marigold HL 

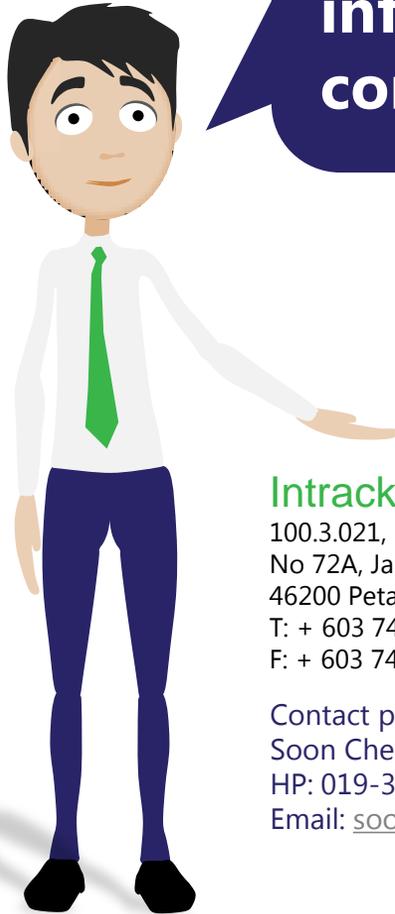
# Top 3 brands in 'Hargapedia My List' under 'HBA' related categories vary amongst Malay and Chinese

			1st Choice	2nd Choice	3rd Choice
	Body Wash	M	Lifebuoy 	Dettol 	Shokubutsu 
		C	Lifebuoy 	Dettol 	Shokubutsu 
	Sanitary Pad	M	Libresse 	Kotex 	Intimate 
		C	Laurier 	Libresse 	Kotex 
	Shampoo	M	Safi 	Sunsilk 	Pantene 
		C	Sunsilk 	Pantene 	Head & Shoulders 
	Facial Cleanser	M	Hada Labo 	Cetaphil 	Safi 
		C	Biore 	Cetaphil 	Hada Labo 
	Coffee	M	Nescafe 	Super 	Old Town 
		C	Nescafe 	Ah Huat 	Old Town 

# Top 3 brands in 'Hargapedia My List' under "Festive Beverage" categories vary amongst Malay and Chinese

	Soft Drink (CNY)
	Asian Drink (CNY)
	Beer (CNY)
	Soft Drink (Raya)
	Asian Drink (Raya)
	Cordial (Raya)

1st Choice	2nd Choice	3rd Choice
100Plus 	Coca-Cola 	A&W 
Yeo's 	Drinho 	Seasons 
Anglia 	Carlsberg 	Tiger 
100Plus 	F&N 	Coca-Cola 
Drinho 	Yeo's 	Seasons 
Sunquick 	F&N 	Ribena 



**For Full Report &  
Other Categories  
information, please  
contact us**

**Intrack Market Services Sdn Bhd**

100.3.021, 129 Offices, Block J, Jaya One  
No 72A, Jalan Universiti,  
46200 Petaling Jaya, Selangor, Malaysia  
T: + 603 7491 0681  
F: + 603 7491 0682

Contact persons:  
Soon Chee Kwang  
HP: 019-3141513  
Email: [soonck@intrack.com.my](mailto:soonck@intrack.com.my)

