



August 2019

•

3:57 PM

gro 💛 happy

Health & Fresh Food For Pets

Currently tracking 3365 price points!

Explore Categories

VIEW MORE

TESCO MYDIN My List Setting

Q Search in Hargapedia

Beauty

Top 40 Pet Food

HargaNews My Retailers

arrier 穼

For Baby

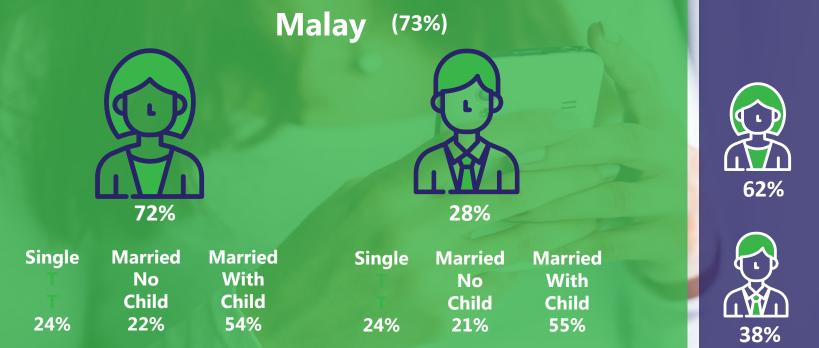
Home



Contents

- **01** Who are Hargapedia users?
- **02** Favourite Retailers Ranking by Hargapedia Users
- O3 Favourite keywords search, Most Saved Category & Brand Preference Ranking by Hargaepedia Users

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



Chinese (27%)

Single	Married	Married
	Νο	With
	Child	Child
35%	31%	32%

Single	Married	Married
	Νο	With
	Child	Child
45%	27%	26%

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



Female married with child

Mala	У	Chine	se
TESCO 1	L5%	TESCO	15%
Giant 1	L2%	/EON (12%
MYDIN	L0%	Giant	11%
ECONSAVE	9%	BIG	9%
99 SPEEDMART	8%	ECONSAVE	8%
Bİ G	7%	99 speedmart	7%
watsons	6%	watsons	6%
/EON	6%	guardian	4%
guardian	4%	NSK	4%
NSK	3%	MYDIN	4%
TP VALUE-MART	2%	TheSine	2%

emale ma	rried no child
Malay	Chinasa

ay	Chine	se
14%	TESCO	14%
12%	ÆON	11%
10%	Giant	11%
8%	ECONSAVE	9%
8%		8%
7%	99 speedmar	• 7%
7%	watsons	6%
6%	guardian	5%
5%	NSK	4%
3%	MYDIN	4%
2%		2%
	14% 12% 10% 8% 8% 7% 7% 6% 5% 3%	14% ISSCE 12% AEON 10% Giano 8% ECONSAVE 8% ECONSAVE 8% ECONSAVE 7% SECONS 6% Guardian 5% ISSK 3% MYDIN

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



Male married with child

Mal	ау	Chines	е
TESCO	15%	<u>75500</u> 1	6%
Giant	13%	Giant 1	2%
MYDIN	11%	Æ N 1	2%
ECONSAVE	9%		9%
99 SPEEDMART	8%	ECONSAVE	9%
	8%	99 SPEEDMART	7%
/EON	6%	NSK	5%
NSK	3%	MYDIN	4%
watsons	3%	watsons	3%
guardian	2%		2%
	2%	guardian	2%

N	/lal	e	ma	rri	ed	no	child	

Mala	у	Chinese
TESCO	15%	TESC 15%
giant 2	13%	Giant 12%
MYDIN	L0%	Æ 11%
ECONSAVE	9%	<u>ebi</u> g 10%
Bİ G	8%	ECONSAVE 8%
99 apeedmart	8%	99 SPEEDMART 7%
/EON	6%	NSK 5%
watsons	4%	MYDIN 4%
- NSK	4%	watsons 4%
guardian	3%	guardian 3%
VALUE-MART	2%	TheSine 3%

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



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



787A



Breeze Butter Pampers Ayam (chicken)

5. Dutch lady

- 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



Female married With child

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

15. Sanitary Pad

Chinese

- L. 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**

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

Malay

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

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

Male married With child

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



Female married NO child

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

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

15. Red Sauces

6. Fresh Vegetables
7. Soft Drink
8. Chocolate Drink
9. Fresh Meat
10. Noodle
11. Coffee
12. Softener
13. Dishwash
14. Toothpaste

- chines
- 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/<u>Choco</u>
- 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

Female Single

1. Facial Cleanser 2. Moisturiser . Detergent 4. Cosmetics 5. Sanitary Pad **Body Wash** 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**

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

1. Rice

- 2. Body Wash
- 3. Noodle
- 4. Liquid UHT Milk
- 5. Fresh Vegetables
- Detergent
 Facial Cleanser
 Biscuit
 Canned Food
 Soft Drink
 Chocolate & Sweets
 Fresh Meat
 Shampoo
 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

				lst	Choice		Choice	3rd	Choice
I		Diapar Tapa	М	Drypers	Drypers	Pet Pet	PETPET	Mamy Poko	Cimple
1		Diaper Tape	С	Drypers	Drypers	Mamy Poko		Huggies	Huggies
		Diapor Panto	М	Drypantz	Drypers Drypantz	Mamy Poko		Genki	Genki!
	Diaper Pants	Diaper Parits	С	Mamy Poko		Drypantz	Drypers Drypantz	Genki	Genki!
	A	Debu Mille 1. 2 means ald	М	Dutch Lady		Dugro	Dugro	Pediasure	PediaSure Complete
ľ	Baby Milk	Baby Milk 1-3 years old	С	Pediasure	PediaSure Complete	Enfagrow	Enfogrow	Friso	Friso
		Paby Mille 2 years & aboye	М	Dugro	Dugro	Dutch Lady		Fernleaf	Fernleaf
5	Baby Milk 3 years & abo	Baby Milk 3 years & above	С	Dutch Lady		Dugro	Dugro	Enfagrow	Enfagrow
	Baby Wash	М	Carrie Junior	CARRIE	Drypers	Drypers	Johnson's	Johnson's baby	
		С	Johnson's	Johnson's baby	Carrie Junior	CARRIE JUMIOR	Drypers	Drypers	

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

2nd

	CASE - David		
m	Rice	М	Já
	KICE	С	Já
4	Oil	М	S
	OII	С	К
· · · · · · · · · · · · · · · · · · ·	Biscuit	М	N
		С	Ju
	Liquid Milk UHT	М	D
		С	D
	Needle	М	N
	Noodle	С	Ν

LST	Choice	
asmine	sasmine [®]	F
asmine	stasmine [®]	B
aji	Sajj	A
Cnife	Kafe	Ν
/unchy's	munchys	J
ulie's	Julie's,	Ν
Outch Lady		Ģ
Outch Lady		Ģ
Ладді	Maggi	S
Ладді	Maggi	Ν

1st

Faiza	Jaiza
Bird of Paradise	Kind Paradise
Alif	Alif
Naturel	Naturel
Julie's	Julie's
Munchy's	munchy
Goodday	Goodday
Goodday	Goodday
SamYang	Samyang
Mamee	MAMEE

Choice

Cap Rambutan	CAP RAMBUTAN
ecoBrown's	ecoBrown's∘
Buruh	
Red Eagle	HELANG
Hup Seng	HUP SEIKG
Hup Seng	HUP SEIKG
Milo	MILO
Milo	MILO
Mi Sedaap	
Cintan	Cintan

Choice

3rd

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

2nd

3rd

			LST Cł	noice		Choice	C Sra	hoice
	Detergent	М	Тор	TOP.	Breeze	BREEZE	Dynamo	DYNAMO
	Detergent	С	Тор	TOP	Dynamo	DYNAMO	Breeze	BREEZE
	Softener	М	Downy	Downy	Softlan	Softlan	Daia	
Softener	С	Softlan	Softlan	Downy	Downy	Daia		
Dish wash	Dich woch	М	Sunlight	Sunlight)	Glo	glo	Joy	Joy
		С	Sunlight	Sunlight)	Glo	glo	Joy	Joy
	Toilet Roll	М						100
	Ionet Ron	С	Cutie Compact	Cutie	Kleenex	Kleenex	Vinda	Vinda
	Chilled Milk	М	Farm Fresh	Farm Fresh	Goodday	Goodday	Dutch Lady	
		С	Farm Fresh	Farm FRESH	Goodday	Goodday	Marigold HL	

1st

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

			Lst c	hoice		Choice	Cho	oice
乙	Rody Wash	М	Lifebuoy	Lifebuoy	Dettol	Dettol	Shokubutsu	^{植物} 物語 Shokubutsu
	Body Wash	С	Lifebuoy	Lifebuoy	Dettol	Dettoi	Shokubutsu	植物 物語 Shokubutsu
Sanitary Pad	Sanitary Pad	М	Libresse	Libresse	Kotex	kotex.	Intimate	INTIMATE
	С	Laurier	Laurier	Libresse	Libresse	Kotex	kotex	
Shampoo	Shampoo	М	Safi	Safî.	Sunsilk	sunsik	Pantene	PANTENE
	С	Sunsilk	e u susteme	Pantene	PANTENE	Head & Shoulders	<i>head bead b</i>	
Facial Cleanser	Facial Cleanser	М	Hada Labo		Cetaphil	Cetaphil	Safi	Safî.
	С	Biore	Bioré,	Cetaphil	Cetaphil	Hada Labo	机 57 Hada Labo	
Coffee	М	Nescafe	NESCAFÉ.	Super	Supor	Old Town	OLDTOWN WHITE COTTE Armar of queer "Tase"	
	Conce	С	Nescafe	NESCAFÉ.	Ah Huat		Old Town	Contraction of the second seco

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

元			All.
<u>e</u>	Soft Drink	(CNY)	
T.	Asian Drink	(CNY)	
E .	Beer	(CNY)	
	Soft Drink	(Raya)	
T.	Asian Drink	(Raya)	
	Cordial	(Raya)	

	LST	Choice		Choice		Choice
	100Plus	PLUS	Coca-Cola	Coca Cola	A&W	AW
	Yeo's	Yeo's The Natural Choice	Drinho	drinho	Seasons	SEASONS
	Anglia	ANGLIA Shandy	Carlsberg	arlsberg	Tiger	() Tiger
1	100Plus	PLUS	F&N	EN	Coca-Cola	Coca:Cola
-	Drinho	drinho	Yeo's	Yeo's The Natural Choice	Seasons	ESEASONS
-	Sunquick	SUNQUICK	F&N	EN	Ribena	Ribena

For Full Report & Other Categories information, please contact us



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: <u>soonck@intrack.com.my</u>



6 0