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Tapping the Malaysian Wealth Market

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Report Summary

Introduction

This report looks at the size and composition of the wealth market in Malaysia, analyzing the opportunities that exist for regional and local players and providing the best strategies for entry. Competitive dynamics and customer tendencies are analysed, including an insight into the offshore nature of investors in these markets.

Scope

Macroeconomic and savings and investment data collected directly from governmental sources such as the Bank Negara Malaysia

Insight into the Malaysian financial services market obtained through in-depth interviews with the main wealth managers and private bankers

Sizing and forecasting of mass affluent and high net worth individuals generated from Datamonitor's proprietary Global Wealth Model

Highlights

Much of Malaysia's economic growth in the 1990s was driven by strong foreign direct investments (FDI). However, since 2000, Malaysia has faced challenges in attracting FDI which include both domestic and international factors.

The majority of competitors targeting affluent individuals are competing in the mass affluent segment and have relatively simplistic product and service propositions.

A much more developed service line than wealth management is bancassurance, which all of the commercial banks offer in some form or another, either distributing their own products or those of third parties.

Reasons to Purchase

This report forecasts the market to 2008, allowing competitors to plan strategies on the basis of detailed market information

Allows wealth managers to monitor threats and opportunities posed by their main competition

Helps competitors plan products and services by giving key information on their customers' financial services preferences

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