CPA AUSTRALIA ASIA-PACIFIC SMALL BUSINESS SURVEY 2024-25
Malaysia

Performance in 2024

Malaysia | Asia - Pacific average

- **71%** said their business grew (64%)
- **70%** used external funding for business growth (56%)
- **37%** Found it easy or very easy to access external finance (42%)
- **86%** of businesses engaged in ESG related activities (80%)

Technology adoption

high-growth businesses average

- **74%** earned more than 10 per cent of revenue from online sales (79%)
- **78%** received more than 10 per cent of sales through digital payment technologies (82%)
- **50%** found investments in technology in 2024 improved profitability (76%)
- **50%** reviewed cybersecurity protections in the past six months (61%)
- **27%** said their investment in AI was their largest tech investment in 2024 (27%)
- **32%** lost time or money due to a cyberattack in 2024 (55%)

Outlook for 2025 and demographics

Malaysia | Asia - Pacific average | ★ Ranked 1st among all markets

- **82%** expect their business to grow (71%)
- **81%** expect the local economy to grow (67%)
- **21%** expect strong growth in overseas sales in 2025 (19%)
- **64%** owners aged under 40 (48%)

Innovation ★

37% vs 57%

will introduce a new product, service or process

External funding

85% vs 86%

will or may seek external funding

Employment

51% vs 75%

will increase employee numbers

Recommendations

- Continue to innovate through new products, services or processes
- Speak with IT consultants on how to improve their return on technology investment
- Explore opportunities to expand into new markets