


Manulife Asia Care Survey 2023



Malaysians see Insurance as integral to Financial planning

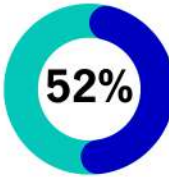
 **96%** Have health-related anxieties

 **38%** Possible loss of income because of illness

due to...

 **42%** Cost of treatment

Financial goals

 **52%** Emergencies

 **50%** Retirement

 **25%** Healthcare

Obstacles to achieve financial goals

 **69%** Inflation

 **68%** Recession

 **48%** Rising healthcare cost

The appetite for insurance remains high with...

 **76%** Intending to buy in coming 12 months

Intention to buy is high

85%
Aged 25-34 have intention to buy insurance

32%
Fear they cannot afford high medical cost for critical illnesses

Help still needed to broaden insurance awareness as...

91%
Want an agent to advise and support them

84%
Find insurance difficult to understand

Top insurance products that Malaysians are looking to buy:

 **29%** Life Insurance

 **27%** Accident

 **29%** Hospitalisation

 **25%** Critical Illness

The Manulife Asia Care Survey was conducted via online self-completed questionnaires in seven markets: mainland China, Hong Kong, Indonesia, Malaysia, Philippines, Singapore, and Vietnam. A total of 7,224 people, aged 25 to 60 years old, were surveyed in late December 2022 and early January 2023. In Malaysia 1,037 people were surveyed.