

# IPSOS PRESS RELEASE: MALAYSIAN ATTITUDES TOWARD THE CONFLICT IN IRAN

Conflict reshaping global reputation

7th May 2026

# Malaysians expect the conflict to drag on

The world's (among the surveyed countries) population does not see an immediate end to conflict.

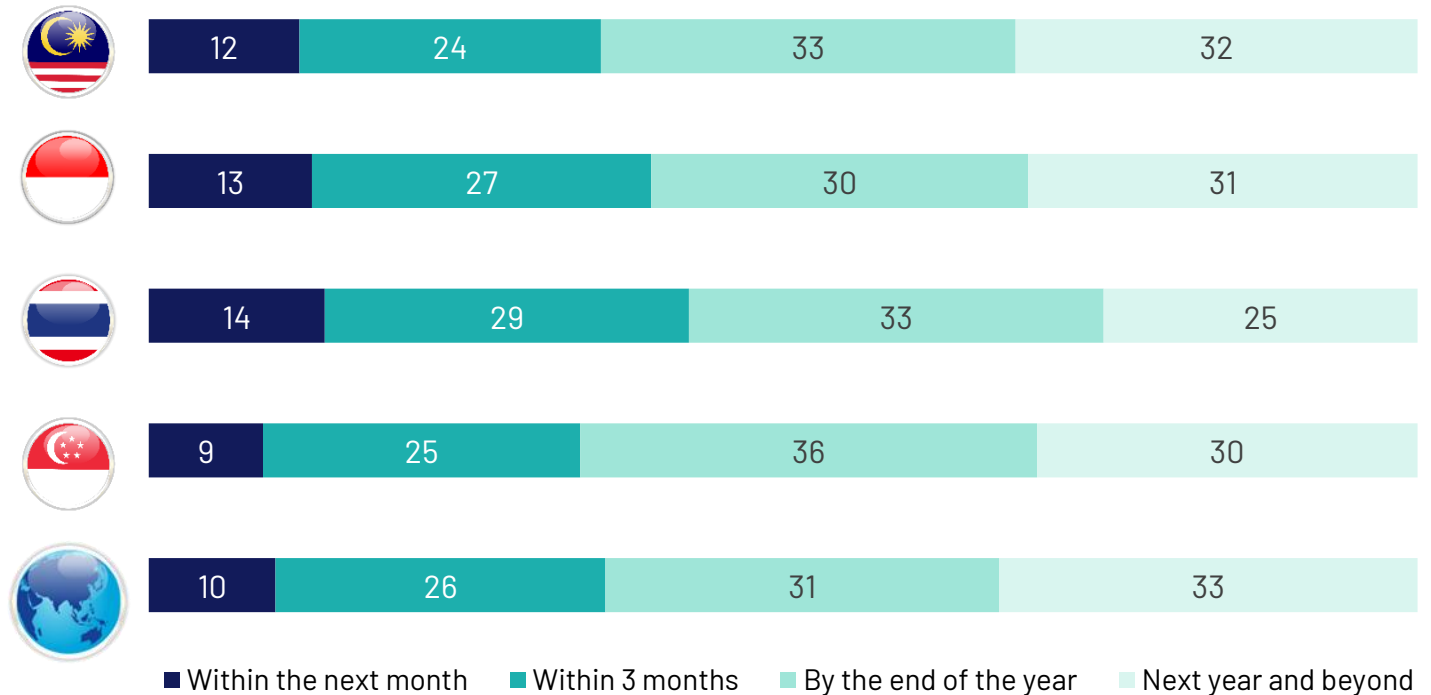
In Malaysia, only 12% expect the conflict to end within a month,, closely mirrored across Singapore, Indonesia and Thailand, reinforcing expectations of a prolonged conflict.

How long do you think the current conflict involving Iran will last?

**Base:** Representative sample of 22, 531 adults aged 16-74 in 31 participating countries, March 20th 2026 - April 3rd 2026.

## Perceived Duration of the Current Conflict Involving Iran

Figures in %



Average (31 countries)

# The USA faces a significant reputational loss, while China gains

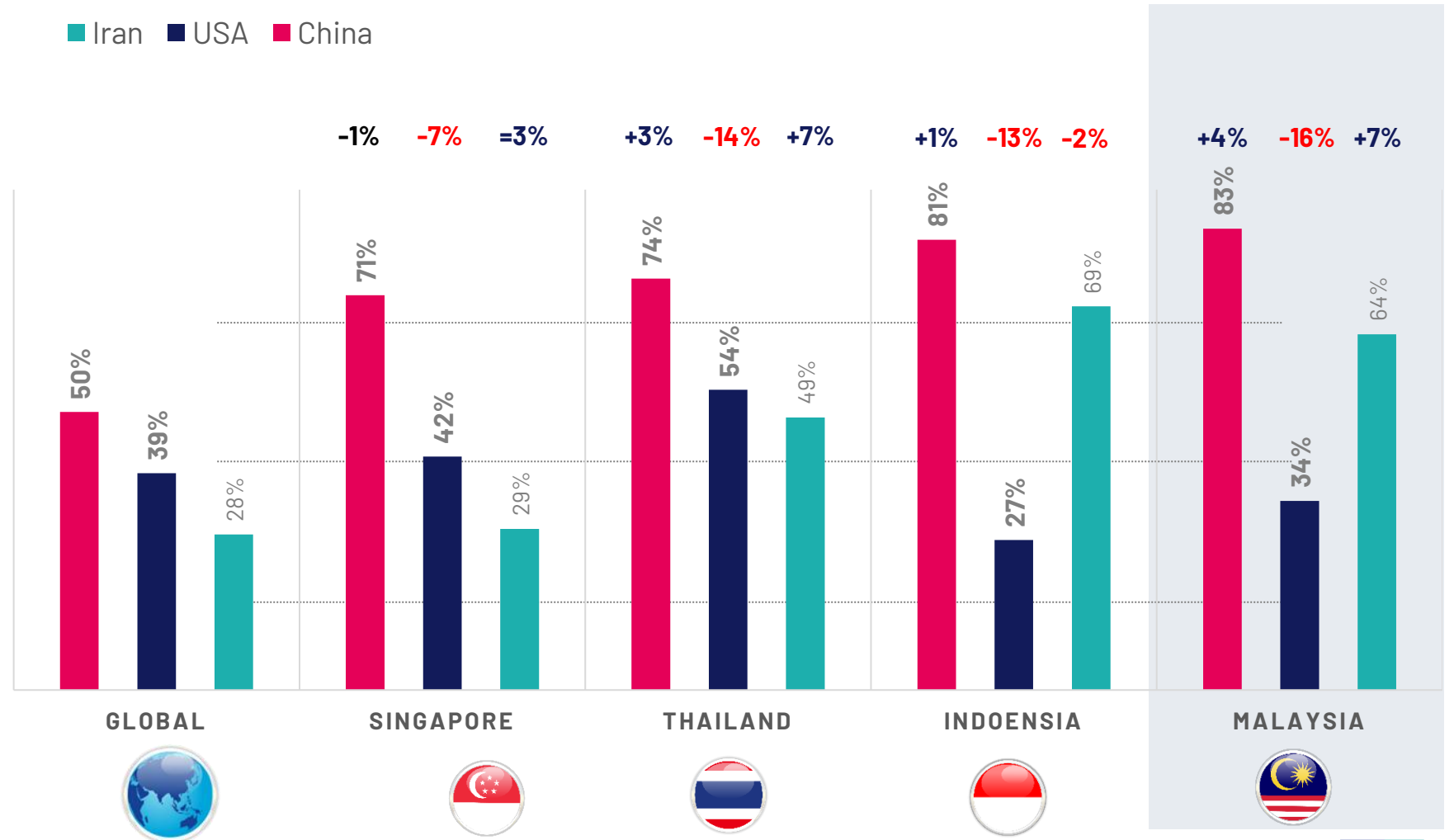
The USA's reputation is now at its lowest among its European allies and Canada, with sharp declines across Southeast Asia—most notably in Malaysia.

Meanwhile, China's global reputation is strongest in Malaysia and Indonesia, followed by other SEA and Latin American countries. Iran, too, has seen its reputation rise among Malaysians and across much of the developing world.

Q: Thinking about the next decade, would you say *COUNTRY NAME* will have an overall positive or a negative influence on world affairs?

Representative sample of 22, 531 adults aged 16-74 in 31 participating countries, March 20th 2026 - April 3rd 2026.

## Global perception shift (APR 26 VS OCT 25)



Average (31 countries)





# MALAYSIA ATTITUDES TOWARDS THE CONFLICT IN IRAN

Expectations in Malaysia and across Southeast Asia point to a prolonged US-Iran conflict, even as diplomatic efforts continue. While much of the world is preparing for sustained uncertainty.

The conflict has already inflicted significant reputational damage on the United States globally, particularly among its allies. In Malaysia and Indonesia, the decline in the US positive influence has surpassed the drop observed at the onset of the Palestine crisis. Meanwhile, China continues to substantially outperform the United States in global reputation. Iran, for its part, has gained reputational ground in the developing world amid the crisis.

This shifting geopolitical landscape is increasingly shaping how people perceive countries—and, by extension, the brands associated with them. Businesses may face more discerning consumers, who are already inflation-wary. A measured, locally sensitive approach to communication will be essential—one that keeps messaging neutral and adaptable as public sentiment evolves across markets.



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