

# Baby Food in Malaysia

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## Abstracts

In 2023, baby food is expected to continue to recover from decreases in retail volume sales in the early-to-mid review period. However, the growth in demand is predicted to be moderate, with retail volume sales in 2023 slightly lower than at the start of the review period. However, the market size is set to be higher than the 2019 pre-Coronavirus (COVID-19) level. Baby food continues to be affected by falling birth rates, economic difficulties, breastfeeding and home-cooked alternatives and vari...

Euromonitor International's Baby Food in Malaysia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Baby Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Baby Food in Malaysia  
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September 2023

### **LIST OF CONTENTS AND TABLES**

BABY FOOD IN MALAYSIA  
KEY DATA FINDINGS

#### **2023 DEVELOPMENTS**

Baby food experiences positive, if moderate, retail volume growth in 2023  
Convenience and economic factors inform family sizes and demand trends  
Players recalibrate strategies to gain competitive advantages in 2023

#### **PROSPECTS AND OPPORTUNITIES**

Rising appreciation of growing-up milk formula as a convenient, nutritious and affordable option

New entrants and launches to add dynamism to baby food over the forecast period

Existing players set to compete intensively in the premium segment

#### **CATEGORY DATA**

Table 1 Sales of Baby Food by Category: Volume 2018-2023

Table 2 Sales of Baby Food by Category: Value 2018-2023

Table 3 Sales of Baby Food by Category: % Volume Growth 2018-2023

Table 4 Sales of Baby Food by Category: % Value Growth 2018-2023

Table 5 Sales of Growing-Up Milk Formula by Age: % Value 2018-2023

Table 6 NBO Company Shares of Baby Food: % Value 2019-2023

Table 7 LBN Brand Shares of Baby Food: % Value 2020-2023

Table 8 Distribution of Baby Food by Format: % Value 2018-2023

Table 9 Forecast Sales of Baby Food by Category: Volume 2023-2028

Table 10 Forecast Sales of Baby Food by Category: Value 2023-2028

Table 11 Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

#### **DAIRY PRODUCTS AND ALTERNATIVES IN MALAYSIA**

##### **EXECUTIVE SUMMARY**

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for dairy products and alternatives?

#### MARKET DATA

Table 13 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 17 Penetration of Private Label by Category: % Value 2018-2023

Table 18 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 20 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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#### SOURCES

Summary 1 Research Sources

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