

# Better For You Packaged Food in Malaysia

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## Abstracts

With the ongoing threat of COVID-19 hanging over Malaysia, consumers preferred to shop for BFY packaged food in convenience stores, supermarkets and independent small grocers that were located in their local neighbourhood. to practise social distancing due to small floor space with less crowded. Moreover, movement restrictions imposed due to spikes in the COVID-19 infection rate also drove consumers to purchase groceries nearby or through e-commerce. Although growing from a low base, e-commerce...

Euromonitor International's Better For You Packaged Food in Malaysia report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** BFY Reduced Fat Packaged Food, BFY Reduced Salt Food, BFY Reduced Sugar Packaged 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 Better For You Packaged 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.

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Reduced salt butter and spreads experience the fastest growth in 2021

Reduced sugar spreads excl honey records flat growth in 2021 due to limited distribution

Limited distribution and high prices undermine growth

#### PROSPECTS AND OPPORTUNITIES

BFY packaged food is predicted to see slow growth over the forecast period due to high prices and limited distribution

BFY packaged food set to remain a niche category with growing competition from both regular and other HW packaged food

Players are likely to penetrate foodservice and other categories over the forecast period

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