

Chilled Processed Food in Malaysia

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Consumers are more adapted to Western culture through internet exposure and travelling. Also rising awareness about health and wellness has caused some consumers to move away from canned/preserved food to chilled processed food. Consumers claim that chilled processed food has fewer preservatives and is also fresher.

Euromonitor International's Chilled Processed Food in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

Product coverage: Chilled Fish/Seafood, Chilled Lunch Kits, Chilled Noodles, Chilled Pizza, Chilled Processed Meat, Chilled Ready Meals, Chilled Soup, Chilled/Fresh Pasta, Fresh Cut Fruits, Prepared Salads.

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

Why buy this report?

- Get a detailed picture of the Chilled Processed 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.

Table of Content

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Chilled Processed Food by Category: Volume 2009-2014

Table 2 Sales of Chilled Processed Food by Category: Value 2009-2014

Table 3 Sales of Chilled Processed Food by Category: % Volume Growth 2009-2014

Table 4 Sales of Chilled Processed Food by Category: % Value Growth 2009-2014

Table 5 Sales of Chilled Processed Meat by Type: % Value Breakdown 2009-2014

Table 6 Sales of Chilled Meat Substitute as Share of Chilled Processed Meat: % Value 2009-2014

Table 7 NBO Company Shares of Chilled Processed Food: % Value 2010-2014

Table 8 LBN Brand Shares of Chilled Processed Food: % Value 2011-2014

Table 9 Distribution of Chilled Processed Food by Format: % Value 2009-2014

Table 10 Forecast Sales of Chilled Processed Food by Category: Volume 2014-2019

Table 11 Forecast Sales of Chilled Processed Food by Category: Value 2014-2019

Table 12 Forecast Sales of Chilled Processed Food by Category: % Volume Growth 2014-2019

Table 13 Forecast Sales of Chilled Processed Food by Category: % Value Growth 2014-2019

Executive Summary

Economic Growth Boosts Packaged Food Sales

Growing Demand for Healthy Packaged Food Linked To Concerns Over Weight

Nestlé Leads But Domestic Players Compete Strongly for Share

Independent Small Grocers Face Growing Competition From Modern Grocery Retailers

Slightly Softer Growth in Forecast Period

Key Trends and Developments

Ongoing Economic Recovery Continues To Boost Packaged Food Sales

Health and Wellness Trend Results in Shifting Focus From Players and Consumers

Dual-income Households Boost Demand for Convenience and Household Budgets

Domestic Players Perform Well Despite Strong Competition From Multinationals

Foodservice - Key Trends and Developments

Headlines

Trends - Sales To Foodservice

Trends -foodservice

Prospects

Category Data

Table 14 Foodservice Sales of Packaged Food by Category: Volume 2009-2014

Table 15 Foodservice Sales of Packaged Food by Category: % Volume Growth 2009-2014

Table 16 Forecast Foodservice Sales of Packaged Food by Category: Volume 2014-2019

Table 17 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2014-2019

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 18 Sales of Impulse and Indulgence Products by Category: Volume 2009-2014

Table 19 Sales of Impulse and Indulgence Products by Category: Value 2009-2014

Table 20 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2009-2014

Table 21 Sales of Impulse and Indulgence Products by Category: % Value Growth 2009-2014

Table 22 NBO Company Shares of Impulse and Indulgence Products: % Value 2010-2014

Table 23 LBN Brand Shares of Impulse and Indulgence Products: % Value 2011-2014

Table 24 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2014-2019

Table 25 Forecast Sales of Impulse and Indulgence Products by Category: Value 2014-2019

Table 26 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2014-2019

Table 27 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2014-2019

Meal Solutions - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 28 Sales of Meal Solutions by Category: Volume 2009-2014

Table 29 Sales of Meal Solutions by Category: Value 2009-2014

Table 30 Sales of Meal Solutions by Category: % Volume Growth 2009-2014

Table 31 Sales of Meal Solutions by Category: % Value Growth 2009-2014

Table 32 NBO Company Shares of Meal Solutions: % Value 2010-2014

Table 33 LBN Brand Shares of Meal Solutions: % Value 2011-2014

Table 34 Forecast Sales of Meal Solutions by Category: Volume 2014-2019

Table 35 Forecast Sales of Meal Solutions by Category: Value 2014-2019

Table 36 Forecast Sales of Meal Solutions by Category: % Volume Growth 2014-2019

Table 37 Forecast Sales of Meal Solutions by Category: % Value Growth 2014-2019

Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 38 Sales of Nutrition/Staples by Category: Volume 2009-2014

Table 39 Sales of Nutrition/Staples by Category: Value 2009-2014

Table 40 Sales of Nutrition/Staples by Category: % Volume Growth 2009-2014

Table 41 Sales of Nutrition/Staples by Category: % Value Growth 2009-2014

Table 42 NBO Company Shares of Nutrition/Staples: % Value 2010-2014

Table 43 LBN Brand Shares of Nutrition/Staples: % Value 2011-2014

Table 44 Forecast Sales of Nutrition/Staples by Category: Volume 2014-2019

Table 45 Forecast Sales of Nutrition/Staples by Category: Value 2014-2019

Table 46 Forecast Sales of Nutrition/Staples by Category: % Volume Growth 2014-2019

Table 47 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2014-2019

Market Data

Table 48 Sales of Packaged Food by Category: Volume 2009-2014

Table 49 Sales of Packaged Food by Category: Value 2009-2014

Table 50 Sales of Packaged Food by Category: % Volume Growth 2009-2014

Table 51 Sales of Packaged Food by Category: % Value Growth 2009-2014

Table 52 GBO Company Shares of Packaged Food: % Value 2010-2014

Table 53 NBO Company Shares of Packaged Food: % Value 2010-2014

Table 54 LBN Brand Shares of Packaged Food: % Value 2011-2014

Table 55 Penetration of Private Label by Category: % Value 2009-2014

Table 56 Distribution of Packaged Food by Format: % Value 2009-2014

Table 57 Distribution of Packaged Food by Format and Category: % Value 2014

Table 58 Forecast Sales of Packaged Food by Category: Volume 2014-2019

Table 59 Forecast Sales of Packaged Food by Category: Value 2014-2019

Table 60 Forecast Sales of Packaged Food by Category: % Volume Growth 2014-2019

Table 61 Forecast Sales of Packaged Food by Category: % Value Growth 2014-2019

Sources

Summary 1 Research Sources

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