

# Dairy in Malaysia

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## Abstracts

Although cheese is traditionally viewed as a Western food, Malaysians have become more receptive to the taste of cheese. This is due to the proliferation of Western-style foodservice outlets in the cities, with the popularisation of menu items such as pasta, pizza and cheesecake. Parents also give children unspreadable processed cheese as they become more sophisticated and more aware of the nutritional value of cheese.

Euromonitor International's Cheese 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 2005-2009, 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 2014 illustrate how the market is set to change.

**Product coverage:** Chilled and Shelf Stable Desserts, Chilled Snacks, Coffee Whiteners, Condensed/Evaporated Milk, Cream, Flavoured Milk Drinks, Flavoured Powder Milk Drinks, Fromage Frais and Quark, Milk, Powder Milk, Processed Cheese, Sour Milk Drinks, Soy Beverages, Unprocessed Cheese, Yoghurt.

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

## Why buy this report?

Get a detailed picture of the Cheese 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Dairy in Malaysia  
Euromonitor International  
September 2010

### LIST OF CONTENTS AND TABLES

Executive Summary

Recovering Economic Conditions Lead To Steady Improvement

Health, Convenience and Indulgence Trends Continue To Drive Innovation

Nestlé (m) Bhd Retains the Leading Position in Packaged Food

Supermarkets/hypermarkets Remain Popular Backed by Promotional Efforts

Packaged Food Projected To Show Positive Growth

Key Trends and Developments

Products and Packaging Formats Heighten Consumer Convenience

Private Label Products Have Become Increasingly in Demand

Manufacturers Respond To Consumers' Growing Health Concerns

Manufacturers Employ Innovative Approaches To Promote Brand Awareness

Indulgence Products Ride on the Wave of Economic Recovery

Market Data

Table 1 Sales of Packaged Food by Category: Volume 2005-2010

Table 2 Sales of Packaged Food by Category: Value 2005-2010

Table 3 Sales of Packaged Food by Category: % Volume Growth 2005-2010

Table 4 Sales of Packaged Food by Category: % Value Growth 2005-2010

Table 5 GBO Shares of Packaged Food 2005-2009

Table 6 NBO Shares of Packaged Food 2005-2009

Table 7 NBO Brand Shares of Packaged Food 2006-2009

Table 8 Penetration of Private Label by Category 2005-2009

Table 9 Sales of Packaged Food by Distribution Format: % Analysis 2005-2010

Table 10 Sales of Packaged Food by Category and Distribution Format: % Analysis  
2010

Table 11 Forecast Sales of Packaged Food by Category: Volume 2010-2015

Table 12 Forecast Sales of Packaged Food by Category: Value 2010-2015

Table 13 Forecast Sales of Packaged Food by Category: % Volume Growth  
2010-2015

Table 14 Forecast Sales of Packaged Food by Category: % Value Growth 2010-2015

Foodservice - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 15 Foodservice Sales of Packaged Food by Category: Volume 2005-2010

Table 16 Foodservice Sales of Packaged Food by Category: % Volume Growth 2005-2010

Table 17 Forecast Foodservice Sales of Packaged Food by Category: Volume 2010-2015

Table 18 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2010-2015

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 19 Sales of Impulse and Indulgence Products by Category: Volume 2005-2010

Table 20 Sales of Impulse and Indulgence Products by Category: Value 2005-2010

Table 21 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2005-2010

Table 22 Sales of Impulse and Indulgence Products by Category: % Value Growth 2005-2010

Table 23 Company Shares of Impulse and Indulgence Products 2005-2009

Table 24 Brand Shares of Impulse and Indulgence Products 2006-2009

Table 25 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2010-2015

Table 26 Forecast Sales of Impulse and Indulgence Products by Category: Value 2010-2015

Table 27 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2010-2015

Table 28 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2010-2015

Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 29 Sales of Nutrition/Staples by Category: Volume 2005-2010

Table 30 Sales of Nutrition/Staples by Category: Value 2005-2010

Table 31 Sales of Nutrition/Staples by Category: % Volume Growth 2005-2010

Table 32 Sales of Nutrition/Staples by Category: % Value Growth 2005-2010

Table 33 Company Shares of Nutrition/Staples 2005-2009

Table 34 Brand Shares of Nutrition/Staples 2006-2009

Table 35 Forecast Sales of Nutrition/Staples by Category: Volume 2010-2015

Table 36 Forecast Sales of Nutrition/Staples by Category: Value 2010-2015

Table 37 Forecast Sales of Nutrition/Staples by Category: % Volume Growth  
2010-2015

Table 38 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2010-2015  
Meal Solutions - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 39 Sales of Meal Solutions by Category: Volume 2005-2010

Table 40 Sales of Meal Solutions by Category: Value 2005-2010

Table 41 Sales of Meal Solutions by Category: % Volume Growth 2005-2010

Table 42 Sales of Meal Solutions by Category: % Value Growth 2005-2010

Table 43 Company Shares of Meal Solutions 2005-2009

Table 44 Brand Shares of Meal Solutions 2006-2009

Table 45 Forecast Sales of Meal Solutions by Category: Volume 2010-2015

Table 46 Forecast Sales of Meal Solutions by Category: Value 2010-2015

Table 47 Forecast Sales of Meal Solutions by Category: % Volume Growth 2010-2015

Table 48 Forecast Sales of Meal Solutions by Category: % Value Growth 2010-2015

Definitions

Summary 1 Research Sources

Adabi Consumer Industries Sdn Bhd

Strategic Direction

Key Facts

Summary 2 Adabi Consumer Industries Sdn Bhd: Key Facts

Company Background

Production

Competitive Positioning

Summary 3 Adabi Consumer Industries Sdn Bhd: Competitive Position 2009

Carjen Food Industries Sdn Bhd

Strategic Direction

Key Facts

Company Background

Production

Competitive Positioning

Summary 5 Carjen Food Industries Sdn Bhd: Competitive Position 2009

F&n Dairies (m) Sdn Bhd

Strategic Direction

Key Facts

Summary 6 F&N Dairies (M) Sdn Bhd: Key Facts

Company Background

Production

Competitive Positioning

Summary 7 F&N Dairies (M) Sdn Bhd: Competitive Position 2009

Ffm Bhd

Strategic Direction

Key Facts

Summary 8 FFM Berhad: Key Facts

Company Background

Production

Competitive Positioning

Summary 9 FFM Berhad: Competitive Position 2009

Kg Pastry Manufacturing Sdn Bhd

Strategic Direction

Key Facts

Summary 10 KG Pastry Manufacturing Sdn Bhd: Key Facts

Company Background

Production

Competitive Positioning

Summary 11 KG Pastry Manufacturing Sdn Bhd: Competitive Position 2009

Lam Soon (m) Bhd

Strategic Direction

Key Facts

Summary 12 Lam Soon (M) Bhd: Key Facts

Summary 13 Lam Soon (M) Bhd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 14 Lam Soon (M) Bhd: Competitive Position 2009

Malaysia Milk Sdn Bhd

Strategic Direction

Key Facts

Summary 15 Malaysia Milk Sdn Bhd: Key Facts

Company Background

Production

Competitive Positioning

Summary 16 Malaysia Milk Sdn Bhd: Competitive Position 2009

Mamee-double Decker (m) Bhd

Strategic Direction

Key Facts

Summary 17 Mamee-Double Decker (M) Bhd: Key Facts

Summary 18 Mamee-Double Decker (M) Bhd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 19 Mamee-Double Decker (M) Bhd: Competitive Position 2009

Network Foods Industries Sdn Bhd

Strategic Direction

Key Facts

Summary 20 Network Foods Industries Sdn Bhd: Key Facts

Company Background

Production

Competitive Positioning

Summary 21 Network Foods Industries Sdn Bhd: Competitive Position 2009

Region Food Industries Sdn Bhd

Strategic Direction

Key Facts

Summary 22 Region Food Industries Sdn Bhd: Key Facts

Company Background

Production

Competitive Positioning

Summary 23 Region Food Industries Sdn Bhd: Competitive Position 2009

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 49 Sales of Cheese by Category: Volume 2005-2010

Table 50 Sales of Cheese by Category: Value 2005-2010

Table 51 Sales of Cheese by Category: % Volume Growth 2005-2010

Table 52 Sales of Cheese by Category: % Value Growth 2005-2010

Table 53 Spreadable Processed Cheese by Type: % Value Breakdown 2005-2010

Table 54 Unprocessed Cheese by Type: % Value Breakdown 2009-2010

Table 55 Cheese Company Shares 2005-2009

Table 56 Cheese Brand Shares 2006-2009

Table 57 Sales of Cheese by Distribution Format: % Analysis 2005-2010

Table 58 Forecast Sales of Cheese by Category: Volume 2010-2015

Table 59 Forecast Sales of Cheese by Category: Value 2010-2015

Table 60 Forecast Sales of Cheese by Category: % Volume Growth 2010-2015

Table 61 Forecast Sales of Cheese by Category: % Value Growth 2010-2015

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 62 Sales of Drinking Milk Products by Category: Volume 2005-2010

Table 63 Sales of Drinking Milk Products by Category: Value 2005-2010

Table 64 Sales of Drinking Milk Products by Category: % Volume Growth 2005-2010

Table 65 Sales of Drinking Milk Products by Category: % Value Growth 2005-2010

Table 66 Chilled Vs Ambient Flavoured Milk Drinks: % Volume Analysis 2007-2010

Table 67 Milk by Type: % Value Breakdown 2007-2010

Table 68 Drinking Milk Products Company Shares 2005-2009

Table 69 Drinking Milk Products Brand Shares 2006-2009

Table 70 Sales of Drinking Milk Products by Distribution Format: % Analysis  
2005-2010

Table 71 Forecast Sales of Drinking Milk Products Products by Category: Volume  
2010-2015

Table 72 Forecast Sales of Drinking Milk Products Products by Category: Value  
2010-2015

Table 73 Forecast Sales of Drinking Milk Products Products by Category: % Volume  
Growth 2010-2015

Table 74 Forecast Sales of Drinking Milk Products Products by Category: % Value  
Growth 2010-2015

Headlines

Trends

Competitive Landscape

Prospects

Category Data



Table 75 Sales of Yoghurt by Category: Volume 2005-2010

Table 76 Sales of Yoghurt by Category: Value 2005-2010

Table 77 Sales of Yoghurt by Category: % Volume Growth 2005-2010

Table 78 Sales of Yoghurt by Category: % Value Growth 2005-2010

Table 79 Soy-based vs Dairy-based Yoghurt % Breakdown 2010

Table 80 Leading Flavours for Fruited Spoonable Yoghurt 2005-2010

Table 81 Yoghurt Company Shares 2005-2009

Table 82 Yoghurt Brand Shares 2006-2009

Table 83 Forecast Sales of Yoghurt by Category: Volume 2010-2015

Table 84 Forecast Sales of Yoghurt by Category: Value 2010-2015

Table 85 Forecast Sales of Yoghurt by Category: % Volume Growth 2010-2015

Table 86 Forecast Sales of Yoghurt by Category: % Value Growth 2010-2015

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 87 Sales of Other Dairy Products by Category: Volume 2005-2010

Table 88 Sales of Other Dairy Products by Category: Value 2005-2010

Table 89 Sales of Other Dairy Products by Category: % Volume Growth 2005-2010

Table 90 Sales of Other Dairy Products by Category: % Value Growth 2005-2010

Table 91 Cream by Type: % Value Breakdown 2005-2010

Table 92 Sales of Other Dairy Products by Distribution Format: % Analysis 2005-2010

Table 93 Forecast Sales of Other Dairy Products by Category: Volume 2010-2015

Table 94 Forecast Sales of Other Dairy Products by Category: Value 2010-2015

Table 95 Forecast Sales of Other Dairy Products by Category: % Volume Growth 2010-2015

Table 96 Forecast Sales of Other Dairy Products by Category: % Value Growth 2010-2015

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