

Fortified/Functional Packaged Food in Malaysia

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Abstracts

The outbreak of COVID-19 forced consumers to pay closer attention to their diet and their nutritional intake, with this continuing in 2021. Consumers are no longer just monitoring their calorie intake but are also scrutinising the nutritional information printed on packaging. Many consumers started looking for products that are fortified with vitamins and pre/probiotics that are able to boost the immune system and the digestive system. This trend helped to sustain retail volume growth in FF pack...

Euromonitor International's Fortified/Functional 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: FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

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

Why buy this report?

Get a detailed picture of the Fortified/Functional 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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FORTIFIED/FUNCTIONAL PACKAGED FOOD IN MALAYSIA

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FF packaged food continues to see new product development with focus on health and safety

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FF sweet biscuits and FF breakfast cereals expected to see stable demand over the forecast period

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