

# Free From in Malaysia

<https://marketpublishers.com/r/F682DA2BC4CEN.html>

Date: February 2022

Pages: 26

Price: US\$ 990.00 (Single User License)

ID: F682DA2BC4CEN

## Abstracts

Free from meat tofu and derivatives is widely accepted by consumers in Malaysia due to the fact it is Halal (permissible based on Muslim law) with these products being made from soy. Due to the ongoing threat from COVID-19 consumers continued to spend more time at home during 2021, with people cooking and eating more meals at home. As such this boosted sales of free from meat tofu and derivatives. These products were seen as an ideal choice by some consumers as they are easy to cook and are wide...

Euromonitor International's Free From 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:** Free From Allergens, Free From Dairy, Free From Gluten, Free From Lactose, Free From Meat.

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

## Why buy this report?

Get a detailed picture of the Free From 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

### FREE FROM IN MALAYSIA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Free from meat tofu and derivatives the most dynamic category in 2021

Free from dairy other milk alternatives gains traction in 2021 but high prices put the brakes on volume growth

Free from lactose baby food negatively impacted by COVID-19 measures and a declining birth rate in 2021

#### PROSPECTS AND OPPORTUNITIES

Free from meat set to grow in popularity but free from lactose baby food faces an uncertain future due to falling birth rates

Free from meat set to benefit from investment in new product development from major packaged food players

Free from dairy is set for widespread new product development

#### CATEGORY DATA

Table 1 Sales of Free From by Category: Value 2016-2021

Table 2 Sales of Free From by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of Free From: % Value 2017-2021

Table 4 LBN Brand Shares of Free From: % Value 2018-2021

Table 5 Distribution of Free From by Format: % Value 2016-2021

Table 6 Forecast Sales of Free From by Category: Value 2021-2026

Table 7 Forecast Sales of Free From by Category: % Value Growth 2021-2026

### HEALTH AND WELLNESS IN MALAYSIA

#### EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

#### MARKET DATA

Table 8 Sales of Health and Wellness by Type: Value 2016-2021

Table 9 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 10 Sales of Health and Wellness by Category: Value 2016-2021

Table 11 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 12 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 14 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 15 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 16 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 17 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 18 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 19 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 20 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 21 Forecast Sales of Health and Wellness by Category: % Value Growth  
2021-2026

Table 22 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 23 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth  
2021-2026

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Free From in Malaysia

Product link: <https://marketpublishers.com/r/F682DA2BC4CEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F682DA2BC4CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970