

# Ice Cream and Frozen Desserts in Malaysia

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## Abstracts

Under the Movement Control Order, interstate and international travel was prohibited in Malaysia, while schools and non-essential businesses were shut, with people urged to stay at home. Meanwhile, consumer foodservice outlets were only able to serve takeaways and operated with restricted hours. This undermined impulse sales of ice cream and led to a significant shift to at-home consumption in the ice cream and frozen desserts category. With consumers continuing to crave ice cream in the hot wea...

Euromonitor International's Ice Cream and Frozen Desserts in Malaysia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2016-2020, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2025, clearly indicating how the market is expected to change.

**Product coverage:** Frozen Desserts, Ice Cream.

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

## Why buy this report?

Get a detailed picture of the Ice Cream and Frozen Desserts 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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