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Naturally Healthy Packaged Food in Malaysia

https://marketpublishers.com/r/N3BFEE33A23EN.html
Date: February 2022
Pages: 24
Price: US$ 990.00 (Single User License)
ID: N3BFEE33A23EN

Abstracts

NH olive oil is available in small pack sizes (200ml and 500ml) in Malaysia with these being widely distributed to neighbourhood stores (convenience stores and supermarkets) located near to consumers. Hence, sales of NH olive oil continued to thrive despite the challenges presented by the COVID-19 pandemic thanks to the convenience and value offered by these smaller pack sizes. Although sales remain well below other varieties of edible oils, NH olive oil is gradually becoming more accepted by co...

Euromonitor International's Naturally Healthy 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: NH Cereal Bars, NH Dairy, NH Fruit and Nut Bars, NH Fruit Snacks, NH High Fibre Food, NH Honey, NH Nuts, Seeds and Trail Mixes, NH Olive Oil, NH Rice.

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

Why buy this report?

Get a detailed picture of the Naturally Healthy Packaged Food market;

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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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