

# Nestlé (Malaysia) Bhd in Packaged Food (Malaysia)

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## Abstracts

Over the forecast period, Nestlé is expected to remain the leading player in packaged food in Malaysia and could well further extend its share. The company is expected to continue to benefit from offering strong brands tailored to suit local consumers' preferences. The company will continue to expand its portfolio in packaged food in the forecast period, focusing on products with an appealing healthy or convenient image. The company will furthermore support new product development and existing...

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

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leading brands;

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