

# Packaged Food in Malaysia

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## Abstracts

Due to the outbreak of COVID-19 in Malaysia, on 18 March, the government implemented The Malaysia Movement Control Order (MCO), which closed borders and allowed only essential stores to remain open, such as grocery stores and pharmacies, but limited their opening hours. Foodservice outlets were closed for dine-in options, with only takeaway and delivery permitted. Schools were closed, and the public was asked to work from home while remaining at home as much as possible. This caused financial in...

Euromonitor International's Packaged Food in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2015-2019, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2024 illustrate how the market is set to change.

**Product coverage:** Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

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

### Why buy this report?

Get a detailed picture of the 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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COVID-19 country impact

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Packaged food players move stock from foodservice to retailers, as foodservice outlets place minimal orders

Players exit the landscape due to COVID-19, unable to remain profitable during 2020

Consumer Foodservice

Lockdown restrictions impact consumer foodservice sales, with some outlets closing down

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