

Pasta in Malaysia

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Abstracts

Many Malaysian people remain concerned about the implementation of a 6% rate of goods and services tax (GST) during April 2015 and this has motivated increasing numbers of Malaysians to focus more time on their work so that they can earn higher salaries and bonuses in order to reduce the financial burden of the tax increase. For this reason, the increasingly hectic schedules of many Malaysian workers has driven them to look for convenient meal solutions. In addition, many young Malaysians have...

Euromonitor International's Pasta 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 2010-2014, 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 2019 illustrate how the market is set to change.

Product coverage: Canned/Preserved Pasta, Chilled/Fresh Pasta, Dried Pasta.

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

Why buy this report?

Get a detailed picture of the Pasta 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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