

# Ready Meals in Malaysia

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## Abstracts

Concerned about food shortages following the introduction of Malaysia's Movement Control Order in March, some consumers started stockpiling food with a long shelf life for emergencies. This benefited some forms of ready meals, especially shelf stable and frozen ready meals, which are both expected to record double-digit growth in current value terms in 2020. Not only were ready meals seen as a good backup option in case of food supply shortages, but many consumers also appreciated the convenienc...

Euromonitor International's Ready Meals 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:** Chilled Lunch Kits, Chilled Pizza, Chilled Ready Meals, Dinner Mixes, Dried Ready Meals, Frozen Pizza, Frozen Ready Meals, Prepared Salads, Shelf Stable Ready Meals.

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

### Why buy this report?

Get a detailed picture of the Ready Meals 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.

## Contents

### KEY DATA FINDINGS

#### 2020 IMPACT

Consumers stockpile ready meals in response to Movement Control Order  
Affordability and availability key strengths for frozen and shelf stable ready meals  
COVID-19 presents challenges and opportunities for manufacturers

#### RECOVERY AND OPPORTUNITIES

Ready meals expected to see more stable growth as foodservice outlets reopen  
Foodservice offering greater potential for ready meals  
Frozen pizza expected to suffer from stiff competition with foodservice

#### CATEGORY DATA

- Table 1 Sales of Ready Meals by Category: Volume 2015-2020
- Table 2 Sales of Ready Meals by Category: Value 2015-2020
- Table 3 Sales of Ready Meals by Category: % Volume Growth 2015-2020
- Table 4 Sales of Ready Meals by Category: % Value Growth 2015-2020
- Table 5 NBO Company Shares of Ready Meals: % Value 2016-2020
- Table 6 LBN Brand Shares of Ready Meals: % Value 2017-2020
- Table 7 Distribution of Ready Meals by Format: % Value 2015-2020
- Table 8 Forecast Sales of Ready Meals by Category: Volume 2020-2025
- Table 9 Forecast Sales of Ready Meals by Category: Value 2020-2025
- Table 10 Forecast Sales of Ready Meals by Category: % Volume Growth 2020-2025
- Table 11 Forecast Sales of Ready Meals by Category: % Value Growth 2020-2025

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