

Snacks in Malaysia

<https://marketpublishers.com/r/S76CD8235ACEEN.html>

Date: June 2023

Pages: 76

Price: US\$ 2,100.00 (Single User License)

ID: S76CD8235ACEEN

Abstracts

The ongoing inflation in Malaysia is set to continue exerting an upward pressure on unit prices in 2023, albeit at a slightly slower pace than in 2022. This rising trend, notably within the confectionery sector, is impacting consumer behaviour. Demand in volume terms for impulse purchases and indulgence products is dropping, while the escalation in prices means consumers are becoming more discerning in their snack choices, prioritising value-for-money options and curbing their impulsive purchase...

Euromonitor International's Snacks in Malaysia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

Get a detailed picture of the Snacks 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

SNACKS IN MALAYSIA

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2018-2023

Table 2 Sales of Snacks by Category: Value 2018-2023

Table 3 Sales of Snacks by Category: % Volume Growth 2018-2023

Table 4 Sales of Snacks by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Snacks: % Value 2019-2023

Table 6 LBN Brand Shares of Snacks: % Value 2020-2023

Table 7 Penetration of Private Label by Category: % Value 2018-2023

Table 8 Distribution of Snacks by Format: % Value 2018-2023

Table 9 Forecast Sales of Snacks by Category: Volume 2023-2028

Table 10 Forecast Sales of Snacks by Category: Value 2023-2028

Table 11 Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Product development fuels demand for countlines and chocolate pouches in 2023

International players focus on retaining competitive edge

Domestic players facing challenges in establishing strong presence

PROSPECTS AND OPPORTUNITIES

Economic stabilisation to support sustained demand during forecast period

Major players set to venture into new segments

Supermarkets and hypermarkets projected to prosper

CATEGORY DATA

Summary 2 Other Chocolate Confectionery by Product Type: 2023

Table 13 Sales of Chocolate Confectionery by Category: Volume 2018-2023

Table 14 Sales of Chocolate Confectionery by Category: Value 2018-2023

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023

Table 17 Sales of Chocolate Tablets by Type: % Value 2018-2023

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2019-2023

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2018-2023

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028

Table 22 Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028

Table 23 Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028

Table 24 Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

GUM IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Chewing gum seems comparatively moderate growth in 2023

Exacerbated drop in sales of bubble gum

Leading players enjoy expansion

PROSPECTS AND OPPORTUNITIES

Continued decline of bubble gum ahead

Flat value growth anticipated for chewing gum

Positive growth forecast for convenience stores, forecourt retailers and retail e-commerce

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2018-2023

Table 26 Sales of Gum by Category: Value 2018-2023

Table 27 Sales of Gum by Category: % Volume Growth 2018-2023

Table 28 Sales of Gum by Category: % Value Growth 2018-2023

Table 29 Sales of Gum by Flavour: Rankings 2018-2023

Table 30 NBO Company Shares of Gum: % Value 2019-2023

Table 31 LBN Brand Shares of Gum: % Value 2020-2023

Table 32 Distribution of Gum by Format: % Value 2018-2023

Table 33 Forecast Sales of Gum by Category: Volume 2023-2028

Table 34 Forecast Sales of Gum by Category: Value 2023-2028

Table 35 Forecast Sales of Gum by Category: % Volume Growth 2023-2028

Table 36 Forecast Sales of Gum by Category: % Value Growth 2023-2028

SUGAR CONFECTIONERY IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Medicated confectionery and standard mints see robust value growth in 2023
Retail volume growth continues to decline for sugar confectionery overall
International players focus strategic efforts on maintaining market share

PROSPECTS AND OPPORTUNITIES

Anticipated rise in production costs thanks to policy intervention
Certain products to see drop in volume and value sales
Emphasis on product rationalisation and expansion

CATEGORY DATA

Summary 3 Other Sugar Confectionery by Product Type: 2023

Table 37 Sales of Sugar Confectionery by Category: Volume 2018-2023

Table 38 Sales of Sugar Confectionery by Category: Value 2018-2023

Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023

Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2018-2023

Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023

Table 42 NBO Company Shares of Sugar Confectionery: % Value 2019-2023

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2020-2023

Table 44 Distribution of Sugar Confectionery by Format: % Value 2018-2023

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2023-2028

Table 46 Forecast Sales of Sugar Confectionery by Category: Value 2023-2028

Table 47 Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2023-2028

Table 48 Forecast Sales of Sugar Confectionery by Category: % Value Growth 2023-2028

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Manufacturers capitalise on strong supply chain
Shift towards product rationalisation and family packs
2023 sees extensive marketing campaigns and new product launches

PROSPECTS AND OPPORTUNITIES

Anticipated government policy uncertainty may drive further product rationalisation
Shrinkflation set to spread across sweet biscuits
Increased focus on consumption benefits, with a push for on-the-go snacking

CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume

Growth 2018-2023

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2019-2023

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2020-2023

Table 57 NBO Company Shares of Snack Bars: % Value 2019-2023

Table 58 LBN Brand Shares of Snack Bars: % Value 2020-2023

Table 59 NBO Company Shares of Fruit Snacks: % Value 2019-2023

Table 60 LBN Brand Shares of Fruit Snacks: % Value 2020-2023

Table 61 Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023

Table 62 Distribution of Sweet Biscuits by Format: % Value 2018-2023

Table 63 Distribution of Snack Bars by Format: % Value 2018-2023

Table 64 Distribution of Fruit Snacks by Format: % Value 2018-2023

Table 65 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 66 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028

Table 67 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028

Table 68 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

ICE CREAM IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ice cream sees robust foodservice volume growth in 2023

New single portion ice formats emerge over 2022-2023

Ice cream variants undergo reformulation of texture and taste

PROSPECTS AND OPPORTUNITIES

Steady demand expected for ice cream over the forecast period

New entrants to join the competition as plant-based ice cream rises

Expansion of distribution channels for convenience consumption

CATEGORY DATA

Table 69 Sales of Ice Cream by Category: Volume 2018-2023

Table 70 Sales of Ice Cream by Category: Value 2018-2023

Table 71 Sales of Ice Cream by Category: % Volume Growth 2018-2023
Table 72 Sales of Ice Cream by Category: % Value Growth 2018-2023
Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2018-2023
Table 74 Sales of Impulse Ice Cream by Format: % Value 2018-2023
Table 75 NBO Company Shares of Ice Cream: % Value 2019-2023
Table 76 LBN Brand Shares of Ice Cream: % Value 2020-2023
Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2019-2023
Table 78 LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023
Table 79 NBO Company Shares of Take-home Ice Cream: % Value 2019-2023
Table 80 LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023
Table 81 Distribution of Ice Cream by Format: % Value 2018-2023
Table 82 Forecast Sales of Ice Cream by Category: Volume 2023-2028
Table 83 Forecast Sales of Ice Cream by Category: Value 2023-2028
Table 84 Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028
Table 85 Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

SAVOURY SNACKS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Savoury snacks sees supply disruptions in 2023

Introduction of new, exotic, and localised product varieties

Distribution expands as players invest more in marketing

PROSPECTS AND OPPORTUNITIES

Supply chain set to stabilise over the forecast period

Anticipated mergers and collaborations

Recalibration of strategies will aim to woo more consumers

CATEGORY DATA

Summary 4 Other Savoury Snacks by Product Type: 2023

Table 86 Sales of Savoury Snacks by Category: Volume 2018-2023

Table 87 Sales of Savoury Snacks by Category: Value 2018-2023

Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2018-2023

Table 89 Sales of Savoury Snacks by Category: % Value Growth 2018-2023

Table 90 NBO Company Shares of Savoury Snacks: % Value 2019-2023

Table 91 LBN Brand Shares of Savoury Snacks: % Value 2020-2023

Table 92 Distribution of Savoury Snacks by Format: % Value 2018-2023

Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2023-2028

Table 94 Forecast Sales of Savoury Snacks by Category: Value 2023-2028

Table 95 Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028

Table 96 Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

I would like to order

Product name: Snacks in Malaysia

Product link: <https://marketpublishers.com/r/S76CD8235ACEEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S76CD8235ACEEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970