

Spreads Packaging in Malaysia

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Abstracts

Spreads experienced a price hike due to weakening currency as many brands are imported into Malaysia and sold at premium prices, discouraging consumers from spending more on spreads. Consumers may only purchase and use one unit of spreads each month as it is deemed a non-essential product. Lack of marketing campaigns or packaging redesigns means that spreads received low response from consumers at the end of the review period. Malay consumers are becoming price sensitive and may not be attracted...

Euromonitor International's Spreads Packaging in Malaysia report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads, Yeast-based Spreads.

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

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Pinpoint growth sectors and identify factors driving change;

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Use five-year forecasts to assess how the market is predicted to develop.

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