

Staple Foods in Malaysia

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Abstracts

Retail sales of staple foods in Malaysia recorded continued growth in volume terms in 2023. This was in spite of rising food prices, thanks to the weakening of the local currency, the ringgit, against the US dollar, which brought about higher import costs. Prices of staple goods were also negatively impacted by disruptions to the global supply chain, due to the effects of the ongoing war in Ukraine. The conflict resulted in a shortage of grain imports and the re-routing of shipping, while meant...

Euromonitor International's Staple Foods 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

Get a detailed picture of the Staple Foods 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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Packaged leavened bread and packaged pastries lead growth, supported by high number of new product launches

Dessert mixes and dessert pies and tarts suffer from seasonal consumption and limited new product innovation

PROSPECTS AND OPPORTUNITIES

Busier urban lifestyles and tendency amongst consumers dine out less frequently could benefit packaged leavened bread over the forecast period

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