

# Sweet Spreads in Malaysia

<https://marketpublishers.com/r/S655F9E4858EN.html>

Date: November 2023

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: S655F9E4858EN

## Abstracts

Retail volume sales of sweet spreads declined significantly in 2023. Sweet spreads such as jams and preserves, as well as nut and seed based spreads, are mainly consumed with bread for breakfast, with local consumers preferring artisanal bread with sweet fillings. Consumers are baking less at home than they were during the COVID-19 crisis, when many consumers used the time provided by home seclusion and social mobility restrictions to engage in baking. The reduction in home baking also led to a...

Euromonitor International's Sweet Spreads 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

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

Why buy this report?

Get a detailed picture of the Sweet Spreads 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

Sweet Spreads in Malaysia

Euromonitor International

November 2023

List Of Contents And Tables

SWEET SPREADS IN MALAYSIA

KEY DATA FINDINGS

### **2023 DEVELOPMENTS**

Retail volume decline for sweet spreads in 2023

Novel taste introduced, but receives low response due to limited availability in 2023

Players expand shelf space and distribution in 2023

PROSPECTS AND OPPORTUNITIES

Honey expected to see new pack types and pack sizes, while new product labelling set to be imposed

Increasing use of social media

Consumption habits predicted to switch in the forecast period

CATEGORY DATA

Table 1 Sales of Sweet Spreads by Category: Volume 2018-2023

Table 2 Sales of Sweet Spreads by Category: Value 2018-2023

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

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

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

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

Table 7 Distribution of Sweet Spreads by Format: % Value 2018-2023

Table 8 Forecast Sales of Sweet Spreads by Category: Volume 2023-2028

Table 9 Forecast Sales of Sweet Spreads by Category: Value 2023-2028

Table 10 Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028

Table 11 Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

COOKING INGREDIENTS AND MEALS IN MALAYSIA

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 12 Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 13 Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 14 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 15 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 17 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 18 Penetration of Private Label by Category: % Value 2018-2023

Table 19 Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 20 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 21 Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 22 Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 23 Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Sweet Spreads in Malaysia

Product link: <https://marketpublishers.com/r/S655F9E4858EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S655F9E4858EN.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