

Confectionery Market in Malaysia 2021

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Abstracts

The confectionery market in Malaysia in terms of revenue is set to grow by US\$ 154 million during 2021-2027, growing at a compound annual growth rate (CAGR) of 4.5% during the forecast period, according to data and analytics company StrategyHelix. Increasing availability of different varieties of candies and chocolates, rise in trend of gifting confectionery, and rising disposable income are the key factors driving market growth.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for confectionery. The Malaysia confectionery market is segmented on the basis of product, distribution channel. By product, it is categorized into chocolate confectionery, gum, and sugar confectionery. By distribution channel, the confectionery market is divided into hypermarkets & supermarkets, convenience stores, specialist retailers, online retailing, and others.

The report has profiled some of the key players of the market such as Ferrero SpA, Mars Incorporated, Mondelez International Inc., Nestle S.A., Perfetti Van Melle Group.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the confectionery market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: chocolate confectionery, gum, and sugar confectionery

Distribution channel: hypermarkets & supermarkets, convenience stores, specialist retailers, online retailing, and others

Years Considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Malaysia confectionery market

Pinpoint growth sectors and trends for investment

Understand what the future of the confectionery market in Malaysia looks like

Identify the competitive landscape and window of opportunity

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