

# Sugar Confectionery in Malaysia

June 2025

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#### Sugar Confectionery in Malaysia - Category analysis

### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Innovation and social media breathing life into sugar confectionery Little change in the competitive landscape Small local grocers dominate sales but lose share to convenience retailers

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Players could look to balance indulgence with functionality to push sales Online sales and marketing set to play a more prominent role in the market Health and sustainability concerns likely to inform new product development

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