



**Euromonitor
International**

Baked Goods in Malaysia

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Unpackaged leavened bread, cakes and pastries compete intensively with packaged variants in 2024
Packaged leavened bread and packaged pastries are supported by many new product launches
Dessert mixes and dessert pies and tarts suffer from seasonal consumption and limited innovation

PROSPECTS AND OPPORTUNITIES

Busier urban lifestyles and the trend for home dining could benefit packaged leavened bread over the forecast period
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Staple Foods in Malaysia - Industry Overview

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