



**Euromonitor
International**

Sauces, Dips and Condiments in Malaysia

November 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Consumers cook at home to save money in 2024
- Players enlarge foothold through channel expansion and affordability in 2024
- Consumers are increasingly looking for convenient ways to cook meals at home in 2024

PROSPECTS AND OPPORTUNITIES

- The stability of the raw material supply is likely to encourage players to boost volume sales over the forecast period
- Players are predicted to organise frequent marketing campaigns to attract consumers' attention over the forecast period
- New sauces, dips and condiments products likely to be introduced to excite consumers over the forecast period

CATEGORY DATA

- Table 1 - Sales of Sauces, Dips and Condiments by Category: Volume 2019-2024
- Table 2 - Sales of Sauces, Dips and Condiments by Category: Value 2019-2024
- Table 3 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2019-2024
- Table 5 - Sales of Liquid Recipe Sauces by Type: % Value 2019-2024
- Table 6 - Sales of Other Sauces and Condiments by Type: Rankings 2019-2024
- Table 7 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2020-2024
- Table 8 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2021-2024
- Table 9 - Distribution of Sauces, Dips and Condiments by Format: % Value 2019-2024
- Table 10 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2024-2029
- Table 11 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2024-2029
- Table 12 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2024-2029
- Table 13 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2024-2029

Cooking Ingredients and Meals in Malaysia - Industry Overview

EXECUTIVE SUMMARY

- Cooking ingredients and meals in 2024: The big picture
- Key trends in 2024
- Competitive landscape
- Channel developments
- What next for cooking ingredients and meals?

MARKET DATA

- Table 14 - Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024
- Table 15 - Sales of Cooking Ingredients and Meals by Category: Value 2019-2024
- Table 16 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024
- Table 17 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024
- Table 18 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024
- Table 19 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024
- Table 20 - Penetration of Private Label by Category: % Value 2019-2024
- Table 21 - Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024
- Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029
- Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029
- Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029
- Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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