

Other Dairy in Malaysia

August 2024

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Other Dairy in Malaysia - Category analysis

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2024 DEVELOPMENTS

Active and out-of-home lifestyles limit the use of other dairy products

Strong challenges for local operators in other dairy

Players look to the health and wellness trend for growth opportunities

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Plain condensed milk's growth potential is dampened by health-focused food consumption Investments in distribution coverage and packaging anticipated over the forecast period Cream provides at-home and foodservice usage opportunities

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