



Euromonitor  
International

# Breakfast Cereals in Malaysia

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Continued growth for breakfast cereals in 2024, despite higher retail prices  
Foodservice operators incorporate breakfast cereals into their menus  
International players continue to represent the largest percentage of sales of breakfast cereals in Malaysia

PROSPECTS AND OPPORTUNITIES

Convenience trend and increase in disposable incomes may benefit retail sales over the forecast period  
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Staple Foods in Malaysia - Industry Overview

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