



Cheese in Malaysia

August 2024

Table of Contents

Cheese in Malaysia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cheese continues to exhibit dynamism although price surges stem retail demand
Cheese players employ strategies to compete in a tough business climate in 2024
The pressure increases on the leading player

PROSPECTS AND OPPORTUNITIES

Further shift from retail to foodservice anticipated but company activity is expected across these channels
Cheese players to exploit consumption occasions via innovation
Supply chain interruptions expected for imported brands from Western countries

CATEGORY DATA

- Table 1 - Sales of Cheese by Category: Volume 2019-2024
- Table 2 - Sales of Cheese by Category: Value 2019-2024
- Table 3 - Sales of Cheese by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Cheese by Category: % Value Growth 2019-2024
- Table 5 - Sales of Spreadable Cheese by Type: % Value 2019-2024
- Table 6 - Sales of Soft Cheese by Type: % Value 2019-2024
- Table 7 - Sales of Hard Cheese by Type: % Value 2019-2024
- Table 8 - NBO Company Shares of Cheese: % Value 2020-2024
- Table 9 - LBN Brand Shares of Cheese: % Value 2021-2024
- Table 10 - Distribution of Cheese by Format: % Value 2019-2024
- Table 11 - Forecast Sales of Cheese by Category: Volume 2024-2029
- Table 12 - Forecast Sales of Cheese by Category: Value 2024-2029
- Table 13 - Forecast Sales of Cheese by Category: % Volume Growth 2024-2029
- Table 14 - Forecast Sales of Cheese by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

- Table 15 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024
- Table 16 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
- Table 17 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
- Table 18 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 19 - Penetration of Private Label by Category: % Value 2019-2024
- Table 20 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
- Table 21 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
- Table 22 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cheese-in-malaysia/report.