



Supermarkets in Malaysia

February 2024

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Supermarkets in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium supermarkets drive overall channel growth in 2023

Supermarkets suffers some supply chain disruptions, while imported Australian products expand across shelves

Membership programmes foster brand loyalty

PROSPECTS AND OPPORTUNITIES

Jaya Grocer plans new flagship store for 2024 as channel is set see continued recovery and expansion

TFP focuses on mini-store format, and stores in the south offer growth potential for supermarkets

Health consciousness and sustainability concerns to gain traction

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