



Euromonitor
International

Supermarkets in Malaysia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Higher number of premium outlets and imported premium product offers boost category growth in 2024
Jaya Grocer follows strong expansion strategy in Malaysia through new outlet openings
TFP Retail invests in its stable of premium supermarkets to grow its presence in the category

PROSPECTS AND OPPORTUNITIES

Supermarkets to enjoy strong investment in the forecast period
AEON and other top supermarkets to maintain price competitiveness and embrace technologies
Health and sustainability to continue to gain weight in supermarket strategies and consumer demand

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Retail in Malaysia - Industry Overview

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Expansion plans and price competition intensify the landscape
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What next for retail?

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- Informal retail
- Opening hours for physical retail
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