



Euromonitor
International

Sweet Spreads in Malaysia

November 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Retail volume growth decelerates as consumers spend less on sweet spreads in 2024
- Consumers switch to affordable options and spend cautiously in 2024
- Private label underperforms in retail channels in 2024

PROSPECTS AND OPPORTUNITIES

- Consumers are likely to trade down to less expensive brands over the forecast period
- Shrinkflation is likely to be adopted by players over the forecast period
- Nut and seed based spreads is anticipated to see retail value decline over the forecast period

CATEGORY DATA

- Table 1 - Sales of Sweet Spreads by Category: Volume 2019-2024
- Table 2 - Sales of Sweet Spreads by Category: Value 2019-2024
- Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2019-2024
- Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2019-2024
- Table 6 - NBO Company Shares of Sweet Spreads: % Value 2020-2024
- Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2021-2024
- Table 8 - Distribution of Sweet Spreads by Format: % Value 2019-2024
- Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2024-2029
- Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2024-2029

Cooking Ingredients and Meals in Malaysia - Industry Overview

EXECUTIVE SUMMARY

- Cooking ingredients and meals in 2024: The big picture
- Key trends in 2024
- Competitive landscape
- Channel developments
- What next for cooking ingredients and meals?

MARKET DATA

- Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024
- Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2019-2024
- Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024
- Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024
- Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024
- Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024
- Table 19 - Penetration of Private Label by Category: % Value 2019-2024
- Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024
- Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029
- Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029
- Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029
- Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

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SOURCES

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