



Cooking Ingredients and Meals in Malaysia

November 2023

Table of Contents

Cooking Ingredients and Meals in Malaysia

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 7 - Penetration of Private Label by Category: % Value 2018-2023

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Edible Oils in Malaysia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Olive oil volume declines as unit price continues to surge in 2023

Vegetable and seed oil sees stable demand in 2023

Domestic manufacturers experience cost pressures in 2023

PROSPECTS AND OPPORTUNITIES

Rapeseed oil, soy oil and other edible oil predicted to see fall in demand over the forecast period

Small pack size is anticipated to be introduced due to small household preferences over the forecast period

Players are expected to expand the availability of the offer over the forecast period

CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2018-2023

Table 14 - Sales of Edible Oils by Category: Value 2018-2023

Table 15 - Sales of Edible Oils by Category: % Volume Growth 2018-2023

Table 16 - Sales of Edible Oils by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Edible Oils: % Value 2019-2023

Table 18 - LBN Brand Shares of Edible Oils: % Value 2020-2023

Table 19 - Distribution of Edible Oils by Format: % Value 2018-2023

Table 20 - Forecast Sales of Edible Oils by Category: Volume 2023-2028

Table 21 - Forecast Sales of Edible Oils by Category: Value 2023-2028

Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2023-2028

Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2023-2028

Meals and Soups in Malaysia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Aggressive new product development helps to boost sales of frozen ready meals in 2022 and 2023

Dried ready meals and shelf stable ready meals face challenges in 2023

Demand for convenience helps to maintain soup performance in 2023

PROSPECTS AND OPPORTUNITIES

Players are likely to penetrate new group of consumers as preferences shift over the forecast period

Busy lifestyles to continue to encourage consumption of soup over the forecast period

Private label segment expected to contract over the forecast period

CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2018-2023

Table 25 - Sales of Meals and Soups by Category: Value 2018-2023

Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2018-2023

Table 27 - Sales of Meals and Soups by Category: % Value Growth 2018-2023

Table 28 - Sales of Frozen Ready Meals by Ethnicity: % Value 2018-2023

Table 29 - NBO Company Shares of Meals and Soups: % Value 2019-2023

Table 30 - LBN Brand Shares of Meals and Soups: % Value 2020-2023

Table 31 - Distribution of Meals and Soups by Format: % Value 2018-2023

Table 32 - Forecast Sales of Meals and Soups by Category: Volume 2023-2028

Table 33 - Forecast Sales of Meals and Soups by Category: Value 2023-2028

Table 34 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028

Table 35 - Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

Sauces, Dips and Condiments in Malaysia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sauces, dips and condiments demand switches from at-home to out of home, while consumers trade down to smaller pack sizes

Product portfolio extension and healthier option offering in sauces, dressings and condiments in 2023

Private label segment eagerly launches new products in 2023

PROSPECTS AND OPPORTUNITIES

Long term economic challenges set to encourage consumers to cook more at home over the forecast period

Players set to continue to introduce new products over the forecast period

Players expected to diversify distribution over the forecast period

CATEGORY DATA

Table 36 - Sales of Sauces, Dips and Condiments by Category: Volume 2018-2023

Table 37 - Sales of Sauces, Dips and Condiments by Category: Value 2018-2023

Table 38 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2018-2023

Table 39 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2018-2023

Table 40 - Sales of Liquid Recipe Sauces by Type: % Value 2018-2023

Table 41 - Sales of Other Sauces and Condiments by Type: Rankings 2018-2023

Table 42 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2019-2023

Table 43 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2020-2023

Table 44 - Distribution of Sauces, Dips and Condiments by Format: % Value 2018-2023

Table 45 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2023-2028

Table 46 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2023-2028

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2023-2028

Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2023-2028

Sweet Spreads in Malaysia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume decline for sweet spreads in 2023

Novel taste introduced, but receives low response due to limited availability in 2023

Players expand shelf space and distribution in 2023

PROSPECTS AND OPPORTUNITIES

Honey expected to see new pack types and pack sizes, while new product labelling set to be imposed

Increasing use of social media

Consumption habits predicted to switch in the forecast period

CATEGORY DATA

Table 49 - Sales of Sweet Spreads by Category: Volume 2018-2023

Table 50 - Sales of Sweet Spreads by Category: Value 2018-2023

Table 51 - Sales of Sweet Spreads by Category: % Volume Growth 2018-2023

Table 52 - Sales of Sweet Spreads by Category: % Value Growth 2018-2023

Table 53 - NBO Company Shares of Sweet Spreads: % Value 2019-2023

Table 54 - LBN Brand Shares of Sweet Spreads: % Value 2020-2023

Table 55 - Distribution of Sweet Spreads by Format: % Value 2018-2023

Table 56 - Forecast Sales of Sweet Spreads by Category: Volume 2023-2028

Table 57 - Forecast Sales of Sweet Spreads by Category: Value 2023-2028

Table 58 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028

Table 59 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

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/cooking-ingredients-and-meals-in-malaysia/report.