



Euromonitor
International

Staple Foods in Malaysia

November 2024

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- Unpackaged leavened bread, cakes and pastries compete intensively with packaged variants in 2024
- Packaged leavened bread and packaged pastries are supported by many new product launches
- Dessert mixes and dessert pies and tarts suffer from seasonal consumption and limited innovation

PROSPECTS AND OPPORTUNITIES

- Busier urban lifestyles and the trend for home dining could benefit packaged leavened bread over the forecast period
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