

# Meals and Soups in Malaysia

November 2024

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#### Meals and Soups in Malaysia - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Frozen ready meals enjoys retail volume and value growth in 2024 Frozen pizza sees dampened demand in 2024 linked to strong foodservice competition and retail shifts Soup seeing volumes fall in retail channel in 2024

## PROSPECTS AND OPPORTUNITIES

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