

Butter and Spreads in Malaysia

September 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return to pre-pandemic norms dampens retail volume growth in 2023, although price rises boost retail current value growth

Low awareness continues to restrict potential of cooking fats

Players continue to focus on distribution in 2023

PROSPECTS AND OPPORTUNITIES

Butter is predicted to see moderate but gradually rising retail volume and value growth as cooking fats continues to decline over the forecast period

Margarine and spreads set to drive growth in the category

Existing players to strengthen distribution strategies over the forecast period

CATEGORY DATA

Table 1 - Sales of Butter and Spreads by Category: Volume 2018-2023

Table 2 - Sales of Butter and Spreads by Category: Value 2018-2023

Table 3 - Sales of Butter and Spreads by Category: % Volume Growth 2018-2023

Table 4 - Sales of Butter and Spreads by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Butter and Spreads: % Value 2019-2023

Table 6 - LBN Brand Shares of Butter and Spreads: % Value 2020-2023

Table 7 - Distribution of Butter and Spreads by Format: % Value 2018-2023

Table 8 - Forecast Sales of Butter and Spreads by Category: Volume 2023-2028

Table 9 - Forecast Sales of Butter and Spreads by Category: Value 2023-2028

Table 10 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

Dairy Products and Alternatives in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 16 - Penetration of Private Label by Category: % Value 2018-2023

Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/butter-and-spreads-in-malaysia/report.