

Processed Meat, Seafood and Alternatives To Meat in Malaysia

December 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest growth in 2023, as busy Malaysians dine out in greater numbers
Domestic players continued to invest in new launches, despite numerous challenges
Frozen meat and seafood substitutes flourishes in 2023

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Stronger demand expected, with frozen varieties leading the way
Local manufacturers will continue to face production challenges
Meat and seafood alternatives welcome shelf stable options

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