



Euromonitor
International

Breakfast Cereals in Malaysia

November 2025

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Breakfast Cereals in Malaysia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Budget consciousness and competition from alternative products hit breakfast cereals

INDUSTRY PERFORMANCE

Affordability remains leading factor in purchasing decisions

Hot cereals seen as nutritious and affordable

WHAT'S NEXT?

Range of affordable alternatives hinders potential growth

Health, value, and taste drive choice.

Affordability and transparency amidst shrinkflation

COMPETITIVE LANDSCAPE

Existing company benefits from gap left in the category, but still face challenges from weak consumer perception

Pristine benefits from extensive distribution and competitive pricing

CHANNELS

Small local grocers is the leading channel

E-commerce proving relatively resilient

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Affordability remains key

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Government aid proves important in maintain sales

Consumers remain price sensitive

WHAT'S NEXT?

Subsidies to remain important

New product development to attract consumers

Strong focus on value for money

COMPETITIVE LANDSCAPE

Serba Wangi out in front

Emborg benefiting from focus on quality and distribution through modern grocery retailers

Changes in competitive landscape as brands withdraw from market

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