

Processed Fruit and Vegetables in Malaysia

December 2023

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Processed Fruit and Vegetables in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Foodservice volumes enjoys stronger growth in 2023 Frozen processed potatoes register fastest retail growth in 2023 Premium and private label products lose ground in 2023

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Continued strong performance for frozen processed potatoes New, healthier options are likely to emerge over the forecast period Players are likely to invest in seasonal promotions to boost consumption

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