



Euromonitor
International

Savoury Snacks in Malaysia

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Savoury Snacks

INDUSTRY PERFORMANCE

Flavour Innovation and Supportive Economic Conditions Drive Continued Growth

Munchworld Marketing and Mayora Drive Healthier and Novel Snack Options

Chart 2 - New Spicy Savoury Snacks Help to Boost Sales

Munchy's and Jacob's Extend Demand with Multigrain and Fibre Launches

Chart 3 - Munchy's Enters the Crisp Category in Malaysia

Chart 4 - Value Sales 2021-2031

Chart 5 - Volume Sales 2021-2031

Chart 6 - Value Sales by Category 2026

WHAT'S NEXT?

Munchworld Marketing Shifts From Biscuits to Puffed Snacks to Drive Portfolio Expansion

Salty Snacks to Lead Volume Sales, While Potato Chips to Capture Fastest Value Growth

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Chart 9 - Analyst Insight for Savoury Snacks

Mondelez Drives Share Gains with Flavour Launches and Distribution Strength

Chart 10 - Company Shares 2026

Chart 11 - Brand Shares 2026

CHANNELS

Small Local Grocers Drive Volume as Convenience Stores Gain Share

Delivery Challenges Limit E-Commerce Growth for Savoury Snacks

Chart 12 - Retail Channels 2021-2026

PRODUCTS

Mondelez and Mamee-Double Decker Boost Sales with Spicy Launches

Munchworld Marketing and Mayora Expand Portfolios with Novel Tastes and Healthier Options

Government Cash Aid and Product Innovation Underpin Strong Demand for Savoury Biscuits

ECONOMIC CONTEXT

Chart 13 - Economic Context for Savoury Snacks

Chart 14 - Real GDP Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Savoury Snacks

Chart 17 - Population 2021-2031

Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Urc Snack Foods Drives Affordable Innovation as Shoppers Trade Down

Chart 20 - Manufacturers Are Offering New Products at Affordable Prices to Capture the Mass Market

Maestro Swiss and Nestlé Expand Snacking Occasions with Innovation

Chart 21 - Local Players Are Venturing into New Categories to Expand Snacking Occasions

Khee San and Urc Win Mass Appeal with Functional, Value-Led Launches

Chart 22 - Value Sales 2021-2031

Chart 23 - Value Sales by Category 2026

WHAT'S NEXT?

Government Support for Packaged Food Sustains Affordability and Drives Volume

Modern Retail Shifts and Pack-Size Strategies Reshape Consumer Access

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Chart 26 - Analyst Insight for Snacks

Nestlé and Mondelez Secure Shelf Dominance as New Launches Intensify Rivalry

Chart 27 - Company Shares 2026

Chart 28 - Brand Shares 2026

CHANNELS

Small Local Grocers Extend Reach as Brands Leverage Rural Access

E-Commerce Growth Plateaus as Shoppers Stick with Nearby Stores

Chart 29 - Retail Channels 2021-2026

PRODUCTS

Urc Snack Foods and Khee San Drive Affordability with Multi-Pack Launches

Maestro Swiss and Nestlé Expand Snacking Moments with Cross-Category Launches

ECONOMIC CONTEXT

Chart 30 - Economic Context for Snacks

Chart 31 - Real GDP Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Snacks

Chart 34 - Population 2021-2031

Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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/savoury-snacks-in-malaysia/report.