



Euromonitor
International

Sweet Spreads in Malaysia

November 2025

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Sweet Spreads in Malaysia - Category analysis

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2025 DEVELOPMENTS

Rising prices and innovations give welcome boost to sweet spreads

INDUSTRY PERFORMANCE

Value growth driven by rising prices and more discerning choices

Players drive sales growth with innovative nut and seed based spreads

WHAT'S NEXT?

Maturity of sweet spreads category will drive value-focused strategies as price sensitivity remains heightened

Health-led innovation supports growth of sweet spreads as brands focus on functional, natural and better-for-you offerings

Stricter labelling laws for imported sweet spreads could give local brands a competitive advantage

COMPETITIVE LANDSCAPE

Ferrero SpA is stand out player employing innovative marketing strategies

Lotus Bakeries NV leverages strategic partnerships to bolster position

CHANNELS

Hypermarkets support growth with extensive product variety, value promotions, and broad consumer appeal

Supermarkets achieve dynamism supported by the government's SARA aid programme and convenient locations

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Cooking Ingredients and Meals in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Solid performance for cooking ingredients and meals

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price sensitive shoppers seek value as health and convenience remain of key importance

Government aid boosts sales of cooking ingredients and meals

Strong home cooking trend encourages a steady stream of new products delivering convenience and value for money

WHAT'S NEXT?

Government aid will support demand for cooking ingredients and meals

Adoption of air fryers will inspire sauce and marinade developments

COMPETITIVE LANDSCAPE

Lam Soon (M) Bhd leads with its core presence in edible oils

Triculous Foods Sdn Bhd is stand out player with success in frozen ready meals

Competitive landscape heats up between domestic and international players

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