Staple Foods in Malaysia

November 2025

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WHAT NEXT?

Growth supported by consumer search for affordable breakfast options

Expanding range of health focused products

Players face challenge of rising operational costs in the context of limits on price increases

COMPETITIVE LANDSCAPE

Gardenia Bakery leads

Kart Food Industries moves to fill space left by rival

CHANNELS

Food/drink/tobacco specialists and small local grocers represent the key channels

Hypermarkets seeing significant growth

CATEGORY DATA

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Breakfast Cereals in Malaysia

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

CATEGORY DATA

KEY DATA FINDINGS

2025 DEVELOPMENTS

Competition from fresh products constrains growth

INDUSTRY PERFROMANCE

Convenience and affordability are key factors in consumer purchasing decisions
Processed seafood offers low-cost source of protein

WHAT'S NEXT?

Shelf stable seafood benefits from increased affordability through aid redemption, while other categories face challenges from home cooking competition
Regulatory update will push for reformulation, while government will play crucial role in maintaining product affordability
Rising interest in plant-based foods

COMPETITIVE LANDSCAPE

Company performances strongly dependent on marketing strategies to capture incremental demand
Tropical Consolidated Corp expanding aggressively in shelf stable seafood

CHANNELS

Shelf space and brand offer support hypermarkets' position as leading distribution channel
Supermarkets benefits from proximity and brand offer

CATEGORY DATA

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Rice, Pasta and Noodles in Malaysia

KEY DATA FINDINGS

2025 DEVELOPMENTS

Government support helps to maintain category strength

INDUSTRY PERFORMANCE

Price sensitivity and government aid support growth in noodles and rice
Instant noodle pouches benefits from new product launches

WHAT'S NEXT?

Affordability remains crucial in the category with the government expected to continue ensuring price stabilisation
Innovation expected in the market

Government aid is expected to further push players to focus on offline retail

COMPETITIVE LANDSCAPE

Leading player's flagship brand seen as offering quality and affordability
Innovation and value for money behind performances of most dynamic players

CHANNELS

Proximity and affordable offer make small local grocers the leading channel
Hypermarkets and supermarkets expanding with aggressive marketing campaigns

CATEGORY DATA

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