



Euromonitor
International

Staple Foods in Malaysia

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Staple Foods in Malaysia

EXECUTIVE SUMMARY

Affordability remains key

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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Consumers remain price sensitive

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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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Baked Goods in Malaysia

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INDUSTRY PERFORMANCE

Value sales continue to rise despite static volumes

Pastries seeing strong rise in value

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

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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

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[Processed Fruit and Vegetables in Malaysia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Competition from fresh produce limits growth potential

INDUSTRY PERFORMANCE

Maturity of category hinders growth

Frozen processed potatoes sees value growth, but volumes stagnate

WHAT'S NEXT?

Health consciousness leads to concern over processed products and preference for fresh fruit and vegetables

Reformulation beats new product development

Players need to be creative in marketing activities to attract consumers

COMPETITIVE LANDSCAPE

Brands with longstanding history and affordable products are leading the industry

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[Processed Meat, Seafood and Alternatives To Meat in Malaysia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Competition from fresh products constrains growth

INDUSTRY PERFORMANCE

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

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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

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