

Ice Cream in Malaysia

June 2023

Table of Contents

Ice Cream in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ice cream sees robust foodservice volume growth in 2023

New single portion ice formats emerge over 2022-2023

Ice cream variants undergo reformulation of texture and taste

PROSPECTS AND OPPORTUNITIES

Steady demand expected for ice cream over the forecast period New entrants to join the competition as plant-based ice cream rises Expansion of distribution channels for convenience consumption

CATEGORY DATA

- Table 1 Sales of Ice Cream by Category: Volume 2018-2023
- Table 2 Sales of Ice Cream by Category: Value 2018-2023
- Table 3 Sales of Ice Cream by Category: % Volume Growth 2018-2023
- Table 4 Sales of Ice Cream by Category: % Value Growth 2018-2023
- Table 5 Sales of Ice Cream by Leading Flavours: Rankings 2018-2023
- Table 6 Sales of Impulse Ice Cream by Format: % Value 2018-2023
- Table 7 NBO Company Shares of Ice Cream: % Value 2019-2023
- Table 8 LBN Brand Shares of Ice Cream: % Value 2020-2023
- Table 9 NBO Company Shares of Impulse Ice Cream: % Value 2019-2023
- Table 10 LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023
- Table 11 NBO Company Shares of Take-home Ice Cream: % Value 2019-2023
- Table 12 LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023
- Table 13 Distribution of Ice Cream by Format: % Value 2018-2023
- Table 14 Forecast Sales of Ice Cream by Category: Volume 2023-2028
- Table 15 Forecast Sales of Ice Cream by Category: Value 2023-2028
- Table 16 Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028
- Table 17 Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

Snacks in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

- Table 18 Sales of Snacks by Category: Volume 2018-2023
- Table 19 Sales of Snacks by Category: Value 2018-2023
- Table 20 Sales of Snacks by Category: % Volume Growth 2018-2023
- Table 21 Sales of Snacks by Category: % Value Growth 2018-2023
- Table 22 NBO Company Shares of Snacks: % Value 2019-2023
- Table 23 LBN Brand Shares of Snacks: % Value 2020-2023
- Table 24 Penetration of Private Label by Category: % Value 2018-2023
- Table 25 Distribution of Snacks by Format: % Value 2018-2023
- Table 26 Forecast Sales of Snacks by Category: Volume 2023-2028
- Table 27 Forecast Sales of Snacks by Category: Value 2023-2028
- Table 28 Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 29 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/ice-cream-in-malaysia/report.