

Meals and Soups in Malaysia

November 2023

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Meals and Soups in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Aggressive new product development helps to boost sales of frozen ready meals in 2022 and 2023

Dried ready meals and shelf stable ready meals face challenges in 2023

Demand for convenience helps to maintain soup performance in 2023

PROSPECTS AND OPPORTUNITIES

Players are likely to penetrate new group of consumers as preferences shift over the forecast period

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