

# Convenience Retailers in Malaysia

February 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Aggressive expansion continues in 2023

Labour shortages impact opening hours as players emphasise foodservice offerings

Family Mart offers first halal convenience store café in Malaysia, while focus on RTE and fresh-food offerings grows

### PROSPECTS AND OPPORTUNITIES

Tourism to boost sales amid persistent channel expansion

Foodservice offerings and digital development take centre stage

Potential shift towards imported and smaller packs as next growth frontier, while revised public health bill passes upper house

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