



# Food and Drink E-Commerce in Malaysia

March 2022

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## Food and Drink E-Commerce in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Food and drink e-commerce continue to boom due to lockdown restrictions  
Foodpanda and Grabfood increase their partnerships with foodservice players  
The visibility of food and drink e-commerce increases due to more advertising

#### PROSPECTS AND OPPORTUNITIES

Growth rates set to slow down over forecast period  
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Alcoholic drinks players increasingly shifting towards e-commerce

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## Retailing in Malaysia - Industry Overview

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