



Sweet Spreads in Malaysia

November 2022

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Sweet Spreads in Malaysia - Category analysis

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2022 DEVELOPMENTS

Consumers continue to shift to lower-priced honey in 2022

Nut and seed based spreads struggle in line with reduced consumption occasions in 2022

Distribution restrictions and out-of-home lifestyles hinder the retail demand for chocolate spreads and jams and preserves

PROSPECTS AND OPPORTUNITIES

Growing use of social media to engage with consumers and broaden usage occasions

Players are set to launch new variants and packaging to cater to an increasingly sophisticated, health-conscious and on-the-go consumer base

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