



# Traditional Grocery Retailers in Malaysia

March 2022

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## Traditional Grocery Retailers in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Leong Hup Holdings aggressively expands its The Bakers Cottage chain  
Slow return to offices in 2021 set to see slow recovery of bakeries and kuih shops  
Traditional grocery retailers begin offering healthier products to appeal to consumers

#### PROSPECTS AND OPPORTUNITIES

Relaxing of social distancing measures set to underpin the category's recovery  
More traditional grocery retailers to adapt their operations to include e-commerce  
Further declines expected in the numbers of traditional grocery retailers outlets

#### CHANNEL DATA

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## Retailing in Malaysia - Industry Overview

### EXECUTIVE SUMMARY

Retailing in 2021: The big picture  
E-commerce performs well for the second consecutive year  
Rapid growth of convenience stores  
What next for retailing?

### OPERATING ENVIRONMENT

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Cash and carry  
Seasonality  
Chinese New Year  
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