

Chocolate Confectionery in Malaysia

Market Direction | 2022-07-11 | 23 pages | Euromonitor

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Report description:

Chocolate pouches and bags, in addition to countlines, are performing the best in 2022. This is attributed to consumers seeking for value for money and bite-sized treats, often in the share bag format, to reward themselves both at home and also on-the-go - now that people are more mobile again after the era of lockdowns and social restrictions.

Euromonitor International's Chocolate Confectionery in Malaysia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Boxed Assortments, Chocolate Pouches and Bags, Chocolate with Toys, Countlines, Other Chocolate Confectionery, Seasonal Chocolate, Tablets.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Chocolate Confectionery market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Heightened demand through e-commerce boosts chocolate confectionery sales

New products in tablets focus on at-home consumption in 2022 and beyond

PROSPECTS AND OPPORTUNITIES

At-home consumption is likely to fall over the forecast period, due to normalcy after the era of the pandemic

Rising trend for on-the-go chocolate confectionery expected over the forecast period

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