

Sugar Confectionery in Malaysia

Market Direction | 2022-07-11 | 24 pages | Euromonitor

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Report description:

Consumers in Malaysia tend to prefer standard mints to boiled sweets, due to the mint flavour being widely popular in the country. Players in standard mints also offers larger pack sizes for home consumption, which are available through both brick-and-mortar stores and retail e-commerce. For example, Tic Tac (from Ferrero SpA) and Mentos (from Perfetti Van Melle Group) have introduced bulk packaging catering to at-home consumption in 2022. Tic Tac introduced a 152g plastic jar with 40 units in a...

Euromonitor International's Sugar 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: Boiled Sweets, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Sugar Confectionery, Pastilles, Gummies, Jellies and Chews, Toffees, Caramels and Nougat.

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

Why buy this report?

- * Get a detailed picture of the Sugar 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.

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Euromonitor International
July 2022

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SUGAR CONFECTIONERY IN MALAYSIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Standard mints sees the most robust growth, due to popular taste and convenient formats

Medicated confectionery continues to enjoy heightened demand, thanks to perceived health benefits and sugar-free variants

Domestic players record slightly better performance in 2022 compared to 2021, thanks to moving with the times

PROSPECTS AND OPPORTUNITIES

Boiled sweet, lollipops, toffees, caramels and nougat and other sugar confectionery are expected to decline over the forecast period

Standard mints and medicated confectionery are anticipated to prosper over the forecast period

Players are likely to expand their footholds through new products and marketing campaigns, with sugar-free high on the agenda

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Players leverage on new product introduction to boost sales in 2022

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MARKET DATA

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