

Processed Fruit and Vegetables in Malaysia

Market Direction | 2022-11-17 | 20 pages | Euromonitor

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Report description:

After the movement restrictions imposed in order to limit the spread of COVID-19 were eased in September 2021, many consumers dined out relatively frequently as they were bored of consuming home cooked food after a long period of home confinement. Moreover, consumers are going back to the workplace since the movement restrictions were lifted and many prefer to dine out for quick meals due to the limited time they have available to cook meals at home despite the fact that cooking at home enables...

Euromonitor International's Processed Fruit and Vegetables 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: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

Why buy this report?

- * Get a detailed picture of the Processed Fruit and Vegetables 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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PROCESSED FRUIT AND VEGETABLES IN MALAYSIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Foodservice volume experiences robust growth in 2022

Frozen processed potatoes enjoys heightened demand through both retail and foodservice in 2022

Players retain foothold through new product launches and distribution expansion

PROSPECTS AND OPPORTUNITIES

Foodservice demand is expected to surge over the forecast period

Players are predicted to expand distribution in retail segment over the forecast period

Continued strong growth in frozen processed potatoes

CATEGORY DATA

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STAPLE FOODS IN MALAYSIA

EXECUTIVE SUMMARY

Staple foods in 2022: Inflation and national conflict drive price hikes and cost pressure to manufacturers

The easing of movement restrictions boosts foodservice demand in 2022

Players implement various strategies to retain foothold in 2022

Physical stores gain traction, while retail e-commerce grows moderately in 2022

Players are predicted to offer leaner product ranges, expand distribution and organise seasonal marketing campaigns over the forecast period

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