

Rice, Pasta and Noodles in Malaysia

Market Direction | 2022-11-17 | 25 pages | Euromonitor

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Report description:

Consumer consumption of rice, pasta and noodles has shifted since the end of movement restrictions related to COVID-19 as consumers now have a wide range of food choices outside of their homes. Consumers can easily obtain food near to their homes at affordable prices from vendors such as hawkers and mamak stalls. Indeed, having spent so long confined to their homes during the COVID-19 crisis, many consumers are bored of home-cooked food and keen to purchase food away from home, especially given...

Euromonitor International's Rice, Pasta and Noodles 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: Noodles, Pasta, Rice.

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

Why buy this report?

- * Get a detailed picture of the Rice, Pasta and Noodles 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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reliable information resources to help drive informed strategic planning.

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2022 DEVELOPMENTS

Weak purchasing power from consumers for rice, pasta and noodles in 2022

Local manufacturers experience production cost pressures in 2022

Instant noodle players implement various strategies to retain foothold in 2022

PROSPECTS AND OPPORTUNITIES

Consumers are expected to dine out during weekdays and cook at home during weekends over the forecast period

New products expected from existing players over the forecast period

Players are anticipated to expand distribution over the forecast period

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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

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