

Drinking Milk Products in Malaysia

Market Direction | 2022-09-08 | 22 pages | Euromonitor

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Report description:

Despite the ongoing challenges facing players within drinking milk products in Malaysia, there continues to be a wide range of new product development being seen in the market in 2021/2022 as players look to sustain demand and attract new consumers. For instance, leading player Dutch Lady Milk Industries Bhd introduced its Signature Chocolate and Chocolate Hazelnut line of dairy only flavoured milk drinks in April 2022 in a metal beverage cans format. It is the first player to introduce metal be...

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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