

Yoghurt and Sour Milk Products in Malaysia

Market Direction | 2022-09-08 | 19 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Mamee-Double Decker (M) Bhd has suffered significant drop in sales in 2022 as the company exited drinking yoghurt, with only limited stock leftover as the company experienced a decline in sales in 2020 and 2021. The company faced intense competition with strong brands (eg Vitagen, Lactel and Yakult) in drinking yoghurt that are able to dominate retailers' shelf space, which forced the company to pull its Nutrigen brand out of the category.

Euromonitor International's Yoghurt and Sour 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: Sour Milk Products, Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Yoghurt and Sour 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.

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Yoghurt and Sour Milk Products in Malaysia

Euromonitor International

January 2023

List Of Contents And Tables

YOGHURT AND SOUR MILK PRODUCTS IN MALAYSIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Drinking yoghurt and plain yoghurt experience limited growth in 2022

Flavoured yoghurt prospers in 2022

Players maintain stronghold through new product development and marketing campaigns

PROSPECTS AND OPPORTUNITIES

Yoghurt should see a healthier performance over the forecast period

Players are anticipated to introduce new products and packaging to boost demand

Players likely to use frequent marketing campaigns to create awareness

CATEGORY DATA

Table 1 Sales of Yoghurt and Sour Milk Products by Category: Volume 2017-2022

Table 2 Sales of Yoghurt and Sour Milk Products by Category: Value 2017-2022

Table 3 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2017-2022

Table 4 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2018-2022

Table 6 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2019-2022

Table 7 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2017-2022

Table 8 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2022-2027

Table 9 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2022-2027

Table 10 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2022-2027

CHART 1 Dairy Products and Alternatives Value Sales Growth Scenarios: 2020-2027

CHART 2 Dairy Products and Alternatives Impact of Drivers on Value Sales: 2020-2027

DAIRY PRODUCTS AND ALTERNATIVES IN MALAYSIA

EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 16 Penetration of Private Label by Category: % Value 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Yoghurt and Sour Milk Products in Malaysia

Market Direction | 2022-09-08 | 19 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com