

## **Ice Cream in Malaysia**

Market Direction | 2022-07-11 | 25 pages | Euromonitor

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### **Report description:**

Plant-based ice cream was introduced in Malaysia in 2017, under the brand names of Kind Kones (Raisin The Roof Sdn Bhd) and Kelava (Berjaya Kelava Sdn Bhd), and has since continued to attract consumers' interest. Whilst the launch of plant-based ice cream in the country was initially via foodservice, such products subsequently became available via selected grocery retailers and via e-commerce, thus heightening the profile of these variants and resulting in plant-based ice cream showing the stron...

Euromonitor International's Ice Cream 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 Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- \* Get a detailed picture of the Ice Cream 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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##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Plant-based ice cream emerges as a healthy option for consumers in 2022

Take-home ice cream continues to entice consumers who seek at-home indulgences and value for money

Impulse ice cream continues to remain popular, thanks to new innovations in 2022 and the ongoing growth of convenience stores

##### PROSPECTS AND OPPORTUNITIES

Plant-based ice cream set to accelerate further over the forecast period, supported by the entry of new players

Take-home ice cream is expected to fall in demand as demand for impulse ice cream grows

Impulse and unpackaged ice cream are likely to see demand over the forecast period, driven by innovative new flavours

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