

Meals and Soups in Malaysia

Market Direction | 2022-11-16 | 21 pages | Euromonitor

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Report description:

Consumers continued to demand solutions that add convenience to their cooking needs, which supports the demand for ready meals in Malaysia. They are also looking for in-home experiences that can help to replicate restaurant-style meals. However, while this is fostering awareness of and demand for meal kits in many countries, the category remained negligible in Malaysia at the end of the review period. Meanwhile, the convenience of soup maintained its popularity among consumers. As the Coronaviru...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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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Euromonitor International
November 2022

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2022 DEVELOPMENTS

Convenience appeal continues to favour frozen ready meals and shelf stable soup

Investment boosts frozen ready meals players but the popularity of alternatives and limited distribution hinder companies in dried ready meals, dry soup and frozen pizza

Shelf stable ready meals and shelf stable soup benefit from new product developments

PROSPECTS AND OPPORTUNITIES

Frozen ready meals is set to see strong investment to drive retail growth over the forecast period

Soup is expected to see development and demand growth as players invest in the category

Positive growth projected for shelf stable ready meals as the range expands, although distribution limits may slow development

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