

Cheese in Malaysia

Market Direction | 2023-09-26 | 20 pages | Euromonitor

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Report description:

The dominant category in both retail volume and value terms, processed cheese (excluding spreadable), is being developed by significant new product development towards the end of the review period. The domestic foodservice operator QSR Trading Sdn Bhd (the marketing and distribution arm of QSR Brands (M) Holdings Bhd), which runs KFC and Pizza Hut, introduced Lactima Sliced Cheese in the retail channel in August 2022. The new Lactima sliced cheese offer features four variants: Cheddar Yellow; To...

Euromonitor International's Cheese 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

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

Why buy this report?

- * Get a detailed picture of the Cheese 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

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reliable information resources to help drive informed strategic planning.

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Euromonitor International
September 2023

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