

Plant-Based Dairy in Malaysia

Market Direction | 2023-09-26 | 19 pages | Euromonitor

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Report description:

"Other" plant-based milk is projected to continue to see dynamic retail volume and current value and foodservice volume growth to continue to gain on soy drinks over 2023. "Other" plant-based milk is increasingly present on menus in foodservice establishments, such as specialist coffee shops like Starbucks, Zus Coffee and The Coffee Bean & Tea Leaf, and selected bubble tea shops like Tealive. Hence, "other" plant-based options, such as rice, almond, and oat milks, are gaining familiarity among c...

Euromonitor International's Plant-based Dairy 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: Plant-based Cheese, Plant-based Milk, Plant-based 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 Plant-based Dairy 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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PLANT-BASED DAIRY IN MALAYSIA

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"Other" plant-based milk continues to gain on soy drinks in 2023

Imported brands compete through quality positioning, while the domestic player Fresh Farm strengthens its distribution reach

Rising costs hinder soy drinks players while the competition intensifies in "other" plant-based milk

PROSPECTS AND OPPORTUNITIES

"Other" plant-based milk is expected to continue to gain ground on soy drinks over the forecast period

Farm Fresh aims to cross categories while leading players are set to expand their distribution

Strong investments are required if plant-based cheese or yoghurt is to take off

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