

Cooking Ingredients and Meals in Malaysia

Market Direction | 2023-11-22 | 50 pages | Euromonitor

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Report description:

Consumers continued to dine out more often in the aftermath of the COVID-19 crisis in 2023 as the return to busy lifestyles left them with limited time to cook from scratch at home and drove down in-home consumption. However, consumers continued to cook at home during the weekend and on some other occasions. Indeed, rising living costs also acted to counter the drive towards eating out, with many consumers becoming increasingly budget conscious and looking to save money by limiting their spendin...

Euromonitor International's Cooking Ingredients and Meals 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: Edible Oils, Meals and Soups, Sauces, Dips and Condiments, Sweet Spreads.

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

Why buy this report?

- * Get a detailed picture of the Cooking Ingredients and Meals 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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reliable information resources to help drive informed strategic planning.

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