

## **Meals and Soups in Malaysia**

Market Direction | 2023-11-22 | 20 pages | Euromonitor

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### **Report description:**

Around the world, a rising number of consumers are looking to cut down on their consumption of meat due to concerns about health, the environment and animal welfare, and manufacturers are increasingly targeting this trend with new product development. With modern lifestyles becoming increasingly hectic, consumers are also looking for convenient meal solutions that minimise the amount of time and effort required for preparation. PK Agro-Industrial Products (M) Sdn Bhd launched Meat Zero plant-bas...

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 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: 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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reliable information resources to help drive informed strategic planning.

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