

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.

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

reliable information resources to help drive informed strategic planning.

Table of Contents:

Meals and Soups in Malaysia
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List Of Contents And Tables

MEALS AND SOUPS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Aggressive new product development helps to boost sales of frozen ready meals in 2022 and 2023

Dried ready meals and shelf stable ready meals face challenges in 2023

Demand for convenience helps to maintain soup performance in 2023

PROSPECTS AND OPPORTUNITIES

Players are likely to penetrate new group of consumers as preferences shift over the forecast period

Busy lifestyles to continue to encourage consumption of soup over the forecast period

Private label segment expected to contract over the forecast period

CATEGORY DATA

Table 1 Sales of Meals and Soups by Category: Volume 2018-2023

Table 2 Sales of Meals and Soups by Category: Value 2018-2023

Table 3 Sales of Meals and Soups by Category: % Volume Growth 2018-2023

Table 4 Sales of Meals and Soups by Category: % Value Growth 2018-2023

Table 5 Sales of Frozen Ready Meals by Ethnicity: % Value 2018-2023

Table 6 NBO Company Shares of Meals and Soups: % Value 2019-2023

Table 7 LBN Brand Shares of Meals and Soups: % Value 2020-2023

Table 8 Distribution of Meals and Soups by Format: % Value 2018-2023

Table 9 Forecast Sales of Meals and Soups by Category: Volume 2023-2028

Table 10 Forecast Sales of Meals and Soups by Category: Value 2023-2028

Table 11 Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

COOKING INGREDIENTS AND MEALS IN MALAYSIA

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 13 Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 14 Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 15 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 16 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 18 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

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Table 19 Penetration of Private Label by Category: % Value 2018-2023

Table 20 Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 21 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 22 □Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 23 □Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 24 □Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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