

Processed Meat, Seafood and Alternatives To Meat in Malaysia

Market Direction | 2023-12-07 | 23 pages | Euromonitor

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Report description:

Retail volume sales of processed meat, seafood and alternatives saw modest growth in 2023, continuing the trend of the previous year. Products such as chilled processed meat have a low level of demand in Malaysia, due to an overwhelming consumer preference for fresh meat, which is widely available at local wet markets. Frozen processed meat is more popular, due to its longer shelf life, as well as its lower retail prices. During 2023, the return of busy, pre-pandemic lifestyles also had an adver...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat 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: Meat and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

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

Why buy this report?

- * Get a detailed picture of the Processed Meat, Seafood and Alternatives to Meat 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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PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN MALAYSIA

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Domestic players continued to invest in new launches, despite numerous challenges

Frozen meat and seafood substitutes flourishes in 2023

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Local manufacturers will continue to face production challenges

Meat and seafood alternatives welcome shelf stable options

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