

Rice, Pasta and Noodles in Malaysia

Market Direction | 2023-12-07 | 26 pages | Euromonitor

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Report description:

Retail sales of rice saw continued growth in volume terms in 2023. This was in spite of the rising price of imported rice, thanks to the depreciation of the local currency, the ringgit, and disruptions to the global supply chain. Malaysia imports a relatively large amount of rice from Thailand, the cultivation of which suffered from the effects of climate change and a lack of innovation. Unpredictable weather conditions across the Asia-Pacific region, in particular, the El Nino phenomenon, which...

Euromonitor International's Rice, Pasta and Noodles 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: Noodles, Pasta, Rice.

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

Why buy this report?

- * Get a detailed picture of the Rice, Pasta and Noodles 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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