

## **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.

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.

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## Table of Contents:

Rice, Pasta and Noodles in Malaysia  
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### List Of Contents And Tables

#### RICE, PASTA AND NOODLES IN MALAYSIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Government intervenes to help to stabilise rice prices and prevent hoarding

Instant noodle market faces ongoing challenges

New product launches stimulate demand in 2023

##### PROSPECTS AND OPPORTUNITIES

Dried pasta will see continued growth, thanks to its convenience, while government initiatives could boost domestic rice supply

Instant noodle players will pass on increased costs to consumers

New product development will stimulate demand

##### CATEGORY DATA

Table 1 Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 2 Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 3 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

Table 4 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023

Table 5 Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023

Table 6 NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023

Table 7 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023

Table 8 NBO Company Shares of Rice: % Value 2019-2023

Table 9 LBN Brand Shares of Rice: % Value 2020-2023

Table 10 □NBO Company Shares of Pasta: % Value 2019-2023

Table 11 □LBN Brand Shares of Pasta: % Value 2020-2023

Table 12 □NBO Company Shares of Noodles: % Value 2019-2023

Table 13 □LBN Brand Shares of Noodles: % Value 2020-2023

Table 14 □Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023

Table 15 □Distribution of Rice by Format: % Value 2018-2023

Table 16 □Distribution of Pasta by Format: % Value 2018-2023

Table 17 □Distribution of Noodles by Format: % Value 2018-2023

Table 18 □Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028

Table 19 □Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028

Table 20 □Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028

Table 21 □Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

#### STAPLE FOODS IN MALAYSIA

##### EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for staple foods?

##### MARKET DATA

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Table 22 Sales of Staple Foods by Category: Volume 2018-2023  
Table 23 Sales of Staple Foods by Category: Value 2018-2023  
Table 24 Sales of Staple Foods by Category: % Volume Growth 2018-2023  
Table 25 Sales of Staple Foods by Category: % Value Growth 2018-2023  
Table 26 NBO Company Shares of Staple Foods: % Value 2019-2023  
Table 27 LBN Brand Shares of Staple Foods: % Value 2020-2023  
Table 28 Penetration of Private Label by Category: % Value 2018-2023  
Table 29 Distribution of Staple Foods by Format: % Value 2018-2023  
Table 30 Forecast Sales of Staple Foods by Category: Volume 2023-2028  
Table 31 □Forecast Sales of Staple Foods by Category: Value 2023-2028  
Table 32 □Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028  
Table 33 □Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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