

## Ice Cream in Malaysia

Market Direction | 2024-07-22 | 21 pages | Euromonitor

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### Report description:

Ice cream in Malaysia is expected to register a decline in retail volume terms in 2024, continuing the trend of the previous year. This is within the context of steep unit price surges for both bulk and multi-pack dairy ice cream, as manufacturers grapple with higher operating costs. Energy prices, for instance, are likely to soar during the year, as the local government looks to wind up its blanket fuel subsidy programme in order to reduce its mounting expenditure and to facilitate a shift to...

Euromonitor International's Ice Cream 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- \* Get a detailed picture of the Ice Cream 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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Single portion dairy ice cream benefits from wave of new product innovation

Plant-based ice cream fails to make strides

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Single portion dairy ice cream will outperform its water-based counterpart over the forecast period

Take-home dairy ice cream will continue to expand

Players will seek to improve their distribution in dynamic convenience store channel

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