

Savoury Snacks in Malaysia

Market Direction | 2024-07-22 | 20 pages | Euromonitor

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Report description:

The overall market for savoury snacks in Malaysia is expected to register a fairly flat performance in retail volume terms in 2023, although outcomes will vary according to subcategory. In rice snacks and popcorn, for example, demand is being stifled by a lack of new product development, which has seen consumers switching to nuts, seeds and trail mixes which benefit from a higher nutritional content, or to more indulgent varieties of potato chips which have seen a higher level of innovation. Oth...

Euromonitor International's Savoury Snacks 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: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood Snacks.

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

Why buy this report?

- * Get a detailed picture of the Savoury Snacks 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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reliable information resources to help drive informed strategic planning.

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