

Snacks in Malaysia

Market Direction | 2024-07-22 | 71 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

Report description:

The market for snacks in Malaysia is set to decline in retail volume terms in 2024, following the sluggish performance of the previous year. Growth is being impacted by the increasing prices of raw materials (notably, cocoa and sugar), sparked by the ramifications of the Israel-Hamas war and the conflict in Ukraine. Energy prices are also likely to soar, as the local government looks to wind up its blanket fuel subsidy programme in order to reduce its mounting expenditure and to facilitate a s...

Euromonitor International's 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit 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 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.

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.

Table of Contents:

Snacks in Malaysia
Euromonitor International
July 2024

List Of Contents And Tables

SNACKS IN MALAYSIA

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2019-2024

Table 2 Sales of Snacks by Category: Value 2019-2024

Table 3 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 4 Sales of Snacks by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Snacks: % Value 2020-2024

Table 6 LBN Brand Shares of Snacks: % Value 2021-2024

Table 7 Penetration of Private Label by Category: % Value 2019-2024

Table 8 Distribution of Snacks by Format: % Value 2019-2024

Table 9 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 10 Forecast Sales of Snacks by Category: Value 2024-2029

Table 11 Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 12 Forecast Sales of Snacks by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN MALAYSIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stagnant performance for chocolate confectionery as unit prices continue to surge

Players introduce new products to retain consumer interest

Domestic players face challenges in establishing strong presence

PROSPECTS AND OPPORTUNITIES

Downtrading and downsizing will remain prominent, in context of further price spikes

Major players set to venture into new segments

Supermarkets and hypermarkets are projected to prosper

CATEGORY DATA

Summary 2 Other Chocolate Confectionery by Product Type: 2024

Table 13 Sales of Chocolate Confectionery by Category: Volume 2019-2024

Table 14 Sales of Chocolate Confectionery by Category: Value 2019-2024

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024

Table 17 Sales of Chocolate Tablets by Type: % Value 2019-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2020-2024

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2019-2024

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029

Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029

Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029

GUM IN MALAYSIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Gum faces continued decline in 2024

Bubble gum sales continues to plummet, in light of limited distribution and parental health concerns

International player Wrigley maintains its dominance

PROSPECTS AND OPPORTUNITIES

Sticky future for gum, in light of withdrawal of key players and competition from sugar confectionery alternatives

Bubble gum will continue its downward spiral

Positive growth forecast for convenience stores, forecourt retailers and retail e-commerce

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2019-2024

Table 26 Sales of Gum by Category: Value 2019-2024

Table 27 Sales of Gum by Category: % Volume Growth 2019-2024

Table 28 Sales of Gum by Category: % Value Growth 2019-2024

Table 29 Sales of Gum by Flavour: Rankings 2019-2024

Table 30 NBO Company Shares of Gum: % Value 2020-2024

Table 31 LBN Brand Shares of Gum: % Value 2021-2024

Table 32 Distribution of Gum by Format: % Value 2019-2024

Table 33 Forecast Sales of Gum by Category: Volume 2024-2029

Table 34 □Forecast Sales of Gum by Category: Value 2024-2029

Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2024-2029

Table 36 □Forecast Sales of Gum by Category: % Value Growth 2024-2029

SUGAR CONFECTIONERY IN MALAYSIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for sugar confectionery is set to dip further in 2024

Health and wellness trends impact the market

Standard mints and medicated confectionery show some resilience, while toffees, caramels and nougat is set to post a significant decline

PROSPECTS AND OPPORTUNITIES

Consumers are likely to trade down to more affordable brands

Boiled sweets, toffees, caramels and nougat and other sugar confectionery will see gloomy performance

Emphasis on new products with healthier positioning

CATEGORY DATA

Summary 3 Other Sugar Confectionery by Product Type: 2024

Table 37 Sales of Sugar Confectionery by Category: Volume 2019-2024

Table 38 Sales of Sugar Confectionery by Category: Value 2019-2024

Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024

Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2019-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024

Table 42 NBO Company Shares of Sugar Confectionery: % Value 2020-2024

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

Table 44 Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN MALAYSIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Chocolate coated biscuits and cookies lead in growth in 2024

Plain biscuits and wafers experience intense competition for shelf space

Players invest in ongoing new product innovation in bid to stimulate demand

PROSPECTS AND OPPORTUNITIES

Removal of government subsidies is likely to impact retail demand over the forecast period

Fruit snacks will see decline in volume sales, while snack bars will struggle to achieve significant growth

Further expansion of convenience store channel will help to support demand

CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2020-2024

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2021-2024

Table 57 NBO Company Shares of Snack Bars: % Value 2020-2024

Table 58 □LBN Brand Shares of Snack Bars: % Value 2021-2024

Table 59 □NBO Company Shares of Fruit Snacks: % Value 2020-2024

Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2021-2024

Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024

Table 62 □Distribution of Sweet Biscuits by Format: % Value 2019-2024

Table 63 □Distribution of Snack Bars by Format: % Value 2019-2024

Table 64 □Distribution of Fruit Snacks by Format: % Value 2019-2024

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029

Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

ICE CREAM IN MALAYSIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ice cream suffers further decline in demand, as consumers cut down on discretionary spending

Single portion dairy ice cream benefits from wave of new product innovation

Plant-based ice cream fails to make strides

PROSPECTS AND OPPORTUNITIES

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

CATEGORY DATA

Table 69 Sales of Ice Cream by Category: Volume 2019-2024

Table 70 Sales of Ice Cream by Category: Value 2019-2024

Table 71 Sales of Ice Cream by Category: % Volume Growth 2019-2024

Table 72 Sales of Ice Cream by Category: % Value Growth 2019-2024

Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2019-2024

Table 74 Sales of Impulse Ice Cream by Format: % Value 2019-2024

Table 75 NBO Company Shares of Ice Cream: % Value 2020-2024

Table 76 LBN Brand Shares of Ice Cream: % Value 2021-2024

Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2020-2024

Table 78 □LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024

Table 79 □NBO Company Shares of Take-home Ice Cream: % Value 2020-2024

Table 80 □LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024

Table 81 □Distribution of Ice Cream by Format: % Value 2019-2024

Table 82 □Forecast Sales of Ice Cream by Category: Volume 2024-2029

Table 83 □Forecast Sales of Ice Cream by Category: Value 2024-2029

Table 84 □Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029

Table 85 □Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

SAVOURY SNACKS IN MALAYSIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mixed performance for savoury snacks in 2024

Ongoing new product innovation helps to sustain growth for potato chips in 2024

Domestic players harness opportunities

PROSPECTS AND OPPORTUNITIES

Potato chips to lead growth over the forecast period

Savoury biscuits and other savoury snacks are likely to see strong performances

New rivals will gradually emerge

CATEGORY DATA

Summary 4 Other Savoury Snacks by Product Type: 2024

Table 86 Sales of Savoury Snacks by Category: Volume 2019-2024

Table 87 Sales of Savoury Snacks by Category: Value 2019-2024

Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2019-2024

Table 89 Sales of Savoury Snacks by Category: % Value Growth 2019-2024

Table 90 NBO Company Shares of Savoury Snacks: % Value 2020-2024

Table 91 LBN Brand Shares of Savoury Snacks: % Value 2021-2024

Table 92 Distribution of Savoury Snacks by Format: % Value 2019-2024

Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2024-2029

Table 94 Forecast Sales of Savoury Snacks by Category: Value 2024-2029

Table 95 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029

Table 96 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

Snacks in Malaysia

Market Direction | 2024-07-22 | 71 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-08
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com