

## **Snacks in Malaysia**

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

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### **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.

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Plant-based ice cream fails to make strides

### PROSPECTS AND OPPORTUNITIES

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