

Drinking Milk Products in Malaysia

Market Direction | 2024-08-30 | 22 pages | Euromonitor

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Report description:

Following healthy retail volume growth through the review period, drinking milk products in Malaysia is projected to see stabilisation in 2024, with a slight overall drop in demand. The average retail current unit price of drinking milk products is predicted to grow at a faster rate in 2024, compared to the earlier years of the review period. Rising costs set back profits, with growing dairy raw material prices further exacerbated by Malaysia's import reliance and the weakening of the local curr...

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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