

## **Meals and Soups in Malaysia**

Market Direction | 2024-11-14 | 21 pages | Euromonitor

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### **Report description:**

Retail value sales of meals and soups are expected to fall in current terms in Malaysia in 2024. However, frozen ready meals is set to see growth in both retail volume and value terms during the year, supported by product innovation. CJ Foods introduced bibigo halal Korean mandu and hoppang (dumpling and steamed bun) in March 2024. This was followed by a partnership with the convenience store, CU, to incorporate bibigo mandu (dumpling series) into its in-store fresh food in June 2024. The compan...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- \* Get a detailed picture of the Meals and Soups 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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Euromonitor International  
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