

Sweet Spreads in Malaysia

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

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Report description:

Retail value sales of sweet spreads are expected to decline in Malaysia in 2024. The unit selling price has continued to grow for all sweet spreads, albeit more slowly than in the previous year, due to price hikes for raw materials (including raw honey, fresh fruits, and cocoa), packaging and transportation. This has served to dampen willingness to spend on sweet spreads amongst budget conscious consumers. Consumers have been withdrawing retirement savings, mainly for spending on essential produ...

Euromonitor International's Sweet Spreads 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

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

Why buy this report?

- * Get a detailed picture of the Sweet Spreads 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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Consumers switch to affordable options and spend cautiously in 2024

Private label underperforms in retail channels in 2024

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Nut and seed based spreads is anticipated to see retail value decline over the forecast period

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