

Baked Goods in Malaysia

Market Direction | 2024-11-18 | 22 pages | Euromonitor

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Report description:

Despite spiralling prices, compounded by the continued weakness of the ringgit against the US dollar, demand for baked goods continued to grow in Malaysia in 2024. Baked goods, such as packaged leavened bread, packaged cakes and packaged pastries, are considered essential foods by Malaysians. They are typically consumed for breakfast or during tea breaks throughout the day. Packaged baked goods are also widely distributed in grocery retailers, such as convenience stores, supermarkets and small l...

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- * Get a detailed picture of the Baked Goods 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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Table of Contents:

Baked Goods in Malaysia
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List Of Contents And Tables

BAKED GOODS IN MALAYSIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Unpackaged leavened bread, cakes and pastries compete intensively with packaged variants in 2024

Packaged leavened bread and packaged pastries are supported by many new product launches

Dessert mixes and dessert pies and tarts suffer from seasonal consumption and limited innovation

PROSPECTS AND OPPORTUNITIES

Busier urban lifestyles and the trend for home dining could benefit packaged leavened bread over the forecast period

Ongoing new product development will boost growth in bread and pastries

Frozen baked goods likely to prosper over the forecast period

CATEGORY DATA

Table 1 Sales of Baked Goods by Category: Volume 2019-2024

Table 2 Sales of Baked Goods by Category: Value 2019-2024

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

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

Table 5 Sales of Pastries by Type: % Value 2019-2024

Table 6 NBO Company Shares of Baked Goods: % Value 2020-2024

Table 7 LBN Brand Shares of Baked Goods: % Value 2021-2024

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

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

Table 10 □Forecast Sales of Baked Goods by Category: Value 2024-2029

Table 11 □Forecast Sales of Baked Goods by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Baked Goods by Category: % Value Growth 2024-2029

STAPLE FOODS IN MALAYSIA

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 13 Sales of Staple Foods by Category: Volume 2019-2024

Table 14 Sales of Staple Foods by Category: Value 2019-2024

Table 15 Sales of Staple Foods by Category: % Volume Growth 2019-2024

Table 16 Sales of Staple Foods by Category: % Value Growth 2019-2024

Table 17 NBO Company Shares of Staple Foods: % Value 2020-2024

Table 18 LBN Brand Shares of Staple Foods: % Value 2021-2024

Table 19 Penetration of Private Label by Category: % Value 2019-2024

Table 20 Distribution of Staple Foods by Format: % Value 2019-2024

Table 21 Forecast Sales of Staple Foods by Category: Volume 2024-2029

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Table 22 □Forecast Sales of Staple Foods by Category: Value 2024-2029

Table 23 □Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

Baked Goods in Malaysia

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