

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 I...

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.

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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BAKED GOODS IN MALAYSIA

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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

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