

Processed Meat, Seafood and Alternatives To Meat in Malaysia

Market Direction | 2024-11-18 | 23 pages | Euromonitor

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Report description:

Processed meat, seafood and alternatives to meat saw modest current value growth in Malaysia in 2024. Products such as chilled processed meat see little demand in Malaysia due to an overwhelming consumer preference for fresh meat, which is widely available at local wet markets. Frozen processed meat is more popular than chilled processed meat due to its longer shelf life, as well as its lower retail prices, while many local consumers believe that preservatives are added to shelf stable meat.

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat 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: Meat and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

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

Why buy this report?

- * Get a detailed picture of the Processed Meat, Seafood and Alternatives to Meat 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

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reliable information resources to help drive informed strategic planning.

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November 2024

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PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN MALAYSIA

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Modest growth for processed meat, seafood and alternatives to meat in 2024
Domestic players face numerous challenges in 2024
Frozen meat and seafood substitutes flourish in 2024 thanks to new product development

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