



Baked Goods in Malaysia

December 2023

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Baked Goods in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued growth in 2023, despite weak ringgit

Packaged leavened bread and packaged pastries lead growth, supported by high number of new product launches

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

PROSPECTS AND OPPORTUNITIES

Busier urban lifestyles and tendency amongst consumers dine out less frequently could benefit packaged leavened bread over the forecast period

Ongoing new product development will boost growth in bread and pastries

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