

Baby Food in Malaysia

August 2024

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Baby Food in Malaysia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail volume sales dip for all baby food categories in 2024 Company activity stimulates the category in 2023 and 2024 Social and economic factors inform the demand for baby food

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Baby food to continue on a downward demand trajectory amid a falling birth rate and rising prices Powder growing-up milk formula to gain traction due to price and innovation advantages Space for premium development in baby food

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