



Butter and Spreads in Malaysia

August 2024

Table of Contents

Butter and Spreads in Malaysia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price hikes sustain retail value sales amid a strong decline in retail volume sales in 2024
Growing presence of premium quality butter but high prices limit take up
Top margarine players gain advantages through domestic manufacturing and strong distribution

PROSPECTS AND OPPORTUNITIES

Margarine and spreads to continue to hold price and versatility advantages
Players to focus on distribution amid possible supply chain interruptions
Renewed focus on foodservice while some players enjoy freer supply chains

CATEGORY DATA

Table 1 - Sales of Butter and Spreads by Category: Volume 2019-2024
Table 2 - Sales of Butter and Spreads by Category: Value 2019-2024
Table 3 - Sales of Butter and Spreads by Category: % Volume Growth 2019-2024
Table 4 - Sales of Butter and Spreads by Category: % Value Growth 2019-2024
Table 5 - NBO Company Shares of Butter and Spreads: % Value 2020-2024
Table 6 - LBN Brand Shares of Butter and Spreads: % Value 2021-2024
Table 7 - Distribution of Butter and Spreads by Format: % Value 2019-2024
Table 8 - Forecast Sales of Butter and Spreads by Category: Volume 2024-2029
Table 9 - Forecast Sales of Butter and Spreads by Category: Value 2024-2029
Table 10 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029
Table 11 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024
Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
Table 16 - Penetration of Private Label by Category: % Value 2019-2024
Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/butter-and-spreads-in-malaysia/report.