



Euromonitor  
International

# Ice Cream in Malaysia

July 2024

Table of Contents

## Ice Cream in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Ice cream suffers further decline in demand, as consumers cut down on discretionary spending

Single portion dairy ice cream benefits from wave of new product innovation

Plant-based ice cream fails to make strides

#### PROSPECTS AND OPPORTUNITIES

Single portion dairy ice cream will outperform its water-based counterpart over the forecast period

Take-home dairy ice cream will continue to expand

Players will seek to improve their distribution in dynamic convenience store channel

#### CATEGORY DATA

Table 1 - Sales of Ice Cream by Category: Volume 2019-2024

Table 2 - Sales of Ice Cream by Category: Value 2019-2024

Table 3 - Sales of Ice Cream by Category: % Volume Growth 2019-2024

Table 4 - Sales of Ice Cream by Category: % Value Growth 2019-2024

Table 5 - Sales of Ice Cream by Leading Flavours: Rankings 2019-2024

Table 6 - Sales of Impulse Ice Cream by Format: % Value 2019-2024

Table 7 - NBO Company Shares of Ice Cream: % Value 2020-2024

Table 8 - LBN Brand Shares of Ice Cream: % Value 2021-2024

Table 9 - NBO Company Shares of Impulse Ice Cream: % Value 2020-2024

Table 10 - LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024

Table 11 - NBO Company Shares of Take-home Ice Cream: % Value 2020-2024

Table 12 - LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024

Table 13 - Distribution of Ice Cream by Format: % Value 2019-2024

Table 14 - Forecast Sales of Ice Cream by Category: Volume 2024-2029

Table 15 - Forecast Sales of Ice Cream by Category: Value 2024-2029

Table 16 - Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029

Table 17 - Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

## Snacks in Malaysia - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for snacks?

#### MARKET DATA

Table 18 - Sales of Snacks by Category: Volume 2019-2024

Table 19 - Sales of Snacks by Category: Value 2019-2024

Table 20 - Sales of Snacks by Category: % Volume Growth 2019-2024

Table 21 - Sales of Snacks by Category: % Value Growth 2019-2024

Table 22 - NBO Company Shares of Snacks: % Value 2020-2024

Table 23 - LBN Brand Shares of Snacks: % Value 2021-2024

Table 24 - Penetration of Private Label by Category: % Value 2019-2024

Table 25 - Distribution of Snacks by Format: % Value 2019-2024

Table 26 - Forecast Sales of Snacks by Category: Volume 2024-2029

Table 27 - Forecast Sales of Snacks by Category: Value 2024-2029

Table 28 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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