



Small Local Grocers in Malaysia

February 2024

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Small Local Grocers in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Small local grocers faces threat from modern retail channels

E-wallet payment method gains further ground

Focus on healthy options heightens appeal to consumers

PROSPECTS AND OPPORTUNITIES

Intensifying competition will lead to slow growth for small local grocers

Rising operational expenses to put additional strain on category players facing the need to modernise

Number of outlets sink to shrink further over forecast period

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Informal retail

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