



Baked Goods in Malaysia

November 2025

Table of Contents

Baked Goods in Malaysia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand supported by key role in local diet

INDUSTRY PERFORMANCE

Value sales continue to rise despite static volumes

Pastries seeing strong rise in value

WHAT NEXT?

Growth supported by consumer search for affordable breakfast options

Expanding range of health focused products

Players face challenge of rising operational costs in the context of limits on price increases

COMPETITIVE LANDSCAPE

Gardenia Bakery leads

Kart Food Industries moves to fill space left by rival

CHANNELS

Food/drink/tobacco specialists and small local grocers represent the key channels

Hypermarkets seeing significant growth

CATEGORY DATA

Table 1 - Sales of Baked Goods by Category: Volume 2020-2025

Table 2 - Sales of Baked Goods by Category: Value 2020-2025

Table 3 - Sales of Baked Goods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Baked Goods by Category: % Value Growth 2020-2025

Table 5 - Sales of Pastries by Type: % Value 2020-2025

Table 6 - NBO Company Shares of Baked Goods: % Value 2021-2025

Table 7 - LBN Brand Shares of Baked Goods: % Value 2022-2025

Table 8 - Distribution of Baked Goods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Baked Goods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Baked Goods by Category: Value 2025-2030

Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

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Staple Foods in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Affordability remains key

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Government aid proves important in maintain sales

Consumers remain price sensitive

WHAT'S NEXT?

Subsidies to remain important

New product development to attract consumers

Strong focus on value for money

COMPETITIVE LANDSCAPE

Serba Wangi out in front

Emborg benefiting from focus on quality and distribution through modern grocery retailers

Changes in competitive landscape as brands withdraw from market

CHANNELS

Small local grocers remains key distribution channel

Supermarkets seeing strong growth

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2020-2025

Table 14 - Sales of Staple Foods by Category: Value 2020-2025

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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