



Euromonitor  
International

# Sauces, Dips and Condiments in Malaysia

November 2025

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## Sauces, Dips and Condiments in Malaysia - Category analysis

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#### 2025 DEVELOPMENTS

Innovations entice consumers seeking health and convenience benefits

#### INDUSTRY PERFORMANCE

Rising prices drive value growth as consumers seek health and convenience in sauces, dips, and condiments

Government aid initiatives contribute to dynamism of soy sauces

#### WHAT'S NEXT?

Consumption set to rise amid price sensitivity and government aid

Value, versatility and wellness features will spur growth amid price sensitivity

Innovative liquid sauces catering to air fryer trends and local tastes will boost category growth

#### COMPETITIVE LANDSCAPE

Ajinomoto (M) Sdn Bhd secures lead through brand loyalty and innovation

Smaller brands are gaining traction posing threat to leading players

San Remo Macaroni Co and Zara Foodstuff Industries display strong performances

#### CHANNELS

Hypermarkets excel with unbeatable variety and value

Supermarkets enjoy strong position through agility, affordability, and shopper engagement

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## Cooking Ingredients and Meals in Malaysia - Industry Overview

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Solid performance for cooking ingredients and meals

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Price sensitive shoppers seek value as health and convenience remain of key importance

Government aid boosts sales of cooking ingredients and meals

Strong home cooking trend encourages a steady stream of new products delivering convenience and value for money

#### WHAT'S NEXT?

Government aid will support demand for cooking ingredients and meals

Adoption of air fryers will inspire sauce and marinade developments

## COMPETITIVE LANDSCAPE

Lam Soon (M) Bhd leads with its core presence in edible oils

Tricious Foods Sdn Bhd is stand out player with success in frozen ready meals

Competitive landscape heats up between domestic and international players

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Small local grocers benefit from offering affordable brands

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