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# Breakfast Cereals in Malaysia

November 2025

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## Breakfast Cereals in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Budget consciousness and competition from alternative products hit breakfast cereals

#### INDUSTRY PERFORMANCE

Affordability remains leading factor in purchasing decisions

Hot cereals seen as nutritious and affordable

#### WHAT'S NEXT?

Range of affordable alternatives hinders potential growth

Health, value, and taste drive choice.

Affordability and transparency amidst shrinkflation

#### COMPETITIVE LANDSCAPE

Existing company benefits from gap left in the category, but still face challenges from weak consumer perception

Pristine benefits from extensive distribution and competitive pricing

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Small local grocers is the leading channel

E-commerce proving relatively resilient

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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

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