



# Processed Fruit and Vegetables in Malaysia

November 2025

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## Processed Fruit and Vegetables in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Competition from fresh produce limits growth potential

#### INDUSTRY PERFORMANCE

Maturity of category hinders growth

Frozen processed potatoes sees value growth, but volumes stagnate

#### WHAT'S NEXT?

Health consciousness leads to concern over processed products and preference for fresh fruit and vegetables

Reformulation beats new product development

Players need to be creative in marketing activities to attract consumers

#### COMPETITIVE LANDSCAPE

Brands with longstanding history and affordable products are leading the industry

Emborg growing strongly

#### CHANNELS

Offline stores still the most important channels in processed fruit and vegetables as physical presence is important to attract consumer interest.

Hypermarkets and supermarkets avoid decline

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Affordability remains key

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#### 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

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