



# Edible Oils in Malaysia

November 2025

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## Edible Oils in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Health and affordability shapes the edible oils category

#### INDUSTRY PERFORMANCE

Price inflation and health-driven consumer choices drive value growth

Sunflower oil is the most dynamic category

#### WHAT'S NEXT?

Growth opportunities as supply of raw material begins to normalise

Health-forward innovation is expected to accelerate

Government aid for low-income families will provide extra support to edible oils category

#### COMPETITIVE LANDSCAPE

Local companies continue to dominate with strong shelf presence and affordability

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Small local grocers are still the go-to channel for edible oils given close proximity to households

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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

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