



**Euromonitor
International**

Cooking Ingredients and Meals in Malaysia

November 2025

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Cooking Ingredients and Meals in Malaysia

EXECUTIVE SUMMARY

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

Supermarkets and hypermarkets push sales via price promotions

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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

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2025 DEVELOPMENTS

Strategies evolve to balance affordability with convenience

INDUSTRY PERFORMANCE

Premiumisation and innovation underpins value growth

Dynamism in frozen ready meals reflects premiumisation

WHAT'S NEXT?

Consumers will seek value-driven promotions and convenient meal solutions

"Better for you" and high protein meals to gain traction and embrace the overriding focus on health

Government aid programmes to drive demand for affordable and convenient shelf stable meals and soups

COMPETITIVE LANDSCAPE

Leading player benefits from strong brand portfolio and Gulong's value-positioning

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2025 DEVELOPMENTS

Innovations entice consumers seeking health and convenience benefits

INDUSTRY PERFORMANCE

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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

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Value growth driven by rising prices and more discerning choices

Players drive sales growth with innovative nut and seed based spreads

WHAT'S NEXT?

Maturity of sweet spreads category will drive value-focused strategies as price sensitivity remains heightened

Health-led innovation supports growth of sweet spreads as brands focus on functional, natural and better-for-you offerings

Stricter labelling laws for imported sweet spreads could give local brands a competitive advantage

COMPETITIVE LANDSCAPE

Ferrero SpA is stand out player employing innovative marketing strategies

Lotus Bakeries NV leverages strategic partnerships to bolster position

CHANNELS

Hypermarkets support growth with extensive product variety, value promotions, and broad consumer appeal

Supermarkets achieve dynamism supported by the government's SARA aid programme and convenient locations

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