



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Malaysia

November 2025

Processed Meat, Seafood and Alternatives To Meat in Malaysia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Competition from fresh products constrains growth

INDUSTRY PERFORMANCE

Convenience and affordability are key factors in consumer purchasing decisions

Processed seafood offers low-cost source of protein

WHAT'S NEXT?

Shelf stable seafood benefits from increased affordability through aid redemption, while other categories face challenges from home cooking competition

Regulatory update will push for reformulation, while government will play crucial role in maintaining product affordability

Rising interest in plant-based foods

COMPETITIVE LANDSCAPE

Company performances strongly dependent on marketing strategies to capture incremental demand

Tropical Consolidated Corp expanding aggressively in shelf stable seafood

CHANNELS

Shelf space and brand offer support hypermarkets' position as leading distribution channel

Supermarkets benefits from proximity and brand offer

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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Staple Foods in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Affordability remains key

KEY DATA FINDINGS

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
Changes in competitive landscape as brands withdraw from market

CHANNELS

Small local grocers remains key distribution channel
Supermarkets seeing strong growth

MARKET DATA

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