



# Sweet Spreads in Malaysia

November 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail volume decline for sweet spreads in 2023

Novel taste introduced, but receives low response due to limited availability in 2023

Players expand shelf space and distribution in 2023

#### PROSPECTS AND OPPORTUNITIES

Honey expected to see new pack types and pack sizes, while new product labelling set to be imposed

Increasing use of social media

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