

# Sugar Confectionery in Malaysia

July 2024

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## Sugar Confectionery in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Demand for sugar confectionery is set to dip further in 2024

Health and wellness trends impact the market

Standard mints and medicated confectionery show some resilience, while toffees, caramels and nougat is set to post a significant decline

#### PROSPECTS AND OPPORTUNITIES

Consumers are likely to trade down to more affordable brands

Boiled sweets, toffees, caramels and nougat and other sugar confectionery will see gloomy performance

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