

# Processed Fruit and Vegetables in Malaysia

December 2023

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## Processed Fruit and Vegetables in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Foodservice volumes enjoys stronger growth in 2023  
Frozen processed potatoes register fastest retail growth in 2023  
Premium and private label products lose ground in 2023

#### PROSPECTS AND OPPORTUNITIES

Continued strong performance for frozen processed potatoes  
New, healthier options are likely to emerge over the forecast period  
Players are likely to invest in seasonal promotions to boost consumption

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