



# Supermarkets in Malaysia

February 2024

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## Supermarkets in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Premium supermarkets drive overall channel growth in 2023

Supermarkets suffers some supply chain disruptions, while imported Australian products expand across shelves

Membership programmes foster brand loyalty

#### PROSPECTS AND OPPORTUNITIES

Jaya Grocer plans new flagship store for 2024 as channel is set see continued recovery and expansion

TFP focuses on mini-store format, and stores in the south offer growth potential for supermarkets

Health consciousness and sustainability concerns to gain traction

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Growth slows as revenge spending subsides

New entrants intensify the competition

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### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

Chinese New Year

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Christmas and year-end festive season

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