

Butter and Spreads in Malaysia

September 2023

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Butter and Spreads in Malaysia - Category analysis

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2023 DEVELOPMENTS

Return to pre-pandemic norms dampens retail volume growth in 2023, although price rises boost retail current value growth

Low awareness continues to restrict potential of cooking fats

Players continue to focus on distribution in 2023

PROSPECTS AND OPPORTUNITIES

Butter is predicted to see moderate but gradually rising retail volume and value growth as cooking fats continues to decline over the forecast period

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