



Convenience Retailers in Malaysia

February 2024

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Convenience Retailers in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Aggressive expansion continues in 2023

Labour shortages impact opening hours as players emphasise foodservice offerings

Family Mart offers first halal convenience store café in Malaysia, while focus on RTE and fresh-food offerings grows

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Tourism to boost sales amid persistent channel expansion

Foodservice offerings and digital development take centre stage

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