

Small Local Grocers in Malaysia

February 2024

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Small Local Grocers in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Small local grocers faces threat from modern retail channels

E-wallet payment method gains further ground

Focus on healthy options heightens appeal to consumers

PROSPECTS AND OPPORTUNITIES

Intensifying competition will lead to slow growth for small local grocers

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Number of outlets sink to shrink further over forecast period

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