



**Euromonitor
International**

Baked Goods in Malaysia

November 2025

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Baked Goods in Malaysia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand supported by key role in local diet

INDUSTRY PERFORMANCE

Value sales continue to rise despite static volumes

Pastries seeing strong rise in value

WHAT NEXT?

Growth supported by consumer search for affordable breakfast options

Expanding range of health focused products

Players face challenge of rising operational costs in the context of limits on price increases

COMPETITIVE LANDSCAPE

Gardenia Bakery leads

Kart Food Industries moves to fill space left by rival

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Food/drink/tobacco specialists and small local grocers represent the key channels

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Government aid proves important in maintain sales

Consumers remain price sensitive

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Subsidies to remain important

New product development to attract consumers

Strong focus on value for money

COMPETITIVE LANDSCAPE

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