



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Malaysia

July 2026

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Sweet Biscuits, Snack Bars and Fruit Snacks

INDUSTRY PERFORMANCE

Munchworld Marketing Drives New Product Launches to Win Shelf Space

Chart 2 - URC Launches New Crunchy Cracker to Celebrate Chinese New Year

Maestro Swiss Chocolate Expands into Biscuits to Broaden Snacking Occasions

Chart 3 - Vico Extends beyond a Malt Drink into Biscuit Sticks

Government Support and Evolving Tastes Underpin Demand for Affordable Snacks

Chart 4 - Value Sales 2021-2031

Chart 5 - Volume Sales 2021-2031

Chart 6 - Value Sales by Category 2026

WHAT'S NEXT?

Government Cash Aid Boosts Sweet Biscuits' Consumption and Accessibility

New Flavour Launches and Health-Driven Reformulations Stimulate Demand

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Chart 9 - Analyst Insight for Sweet Biscuits, Snack Bars and Fruit Snacks

Munchworld Marketing Secures Lead through Innovation and Retailer Partnerships

Chart 10 - Company Shares 2026

Chart 11 - Brand Shares 2026

CHANNELS

Small Local Grocers Extend Their Reach through Lower Listing Fees

Retail E-Commerce Faces Hurdles as Physical Stores Prevail

Chart 12 - Retail Channels 2021-2026

PRODUCTS

Maestro Swiss Chocolate Enters Biscuits to Capture New Snacking Moments

Munchworld Marketing Sustains Leadership with Continuous Flavour Launches

ECONOMIC CONTEXT

Chart 13 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 14 - Real GDP Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 17 - Population 2021-2031

Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Urc Snack Foods Drives Affordable Innovation as Shoppers Trade Down

Chart 20 - Manufacturers Are Offering New Products at Affordable Prices to Capture the Mass Market

Maestro Swiss and Nestlé Expand Snacking Occasions with Innovation

Chart 21 - Local Players Are Venturing into New Categories to Expand Snacking Occasions

Khee San and Urc Win Mass Appeal with Functional, Value-Led Launches

Chart 22 - Value Sales 2021-2031

Chart 23 - Value Sales by Category 2026

WHAT'S NEXT?

Government Support for Packaged Food Sustains Affordability and Drives Volume

Modern Retail Shifts and Pack-Size Strategies Reshape Consumer Access

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Chart 26 - Analyst Insight for Snacks

Nestlé and Mondelez Secure Shelf Dominance as New Launches Intensify Rivalry

Chart 27 - Company Shares 2026

Chart 28 - Brand Shares 2026

CHANNELS

Small Local Grocers Extend Reach as Brands Leverage Rural Access

E-Commerce Growth Plateaus as Shoppers Stick with Nearby Stores

Chart 29 - Retail Channels 2021-2026

PRODUCTS

Urc Snack Foods and Khee San Drive Affordability with Multi-Pack Launches

Maestro Swiss and Nestlé Expand Snacking Moments with Cross-Category Launches

ECONOMIC CONTEXT

Chart 30 - Economic Context for Snacks

Chart 31 - Real GDP Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Snacks

Chart 34 - Population 2021-2031

Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-malaysia/report.