



**Euromonitor
International**

Edible Oils in Malaysia

November 2025

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Edible Oils in Malaysia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health and affordability shapes the edible oils category

INDUSTRY PERFORMANCE

Price inflation and health-driven consumer choices drive value growth

Sunflower oil is the most dynamic category

WHAT'S NEXT?

Growth opportunities as supply of raw material begins to normalise

Health-forward innovation is expected to accelerate

Government aid for low-income families will provide extra support to edible oils category

COMPETITIVE LANDSCAPE

Local companies continue to dominate with strong shelf presence and affordability

CHANNELS

Small local grocers are still the go-to channel for edible oils given close proximity to households

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Solid performance for cooking ingredients and meals

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price sensitive shoppers seek value as health and convenience remain of key importance

Government aid boosts sales of cooking ingredients and meals

Strong home cooking trend encourages a steady stream of new products delivering convenience and value for money

WHAT'S NEXT?

Government aid will support demand for cooking ingredients and meals

Adoption of air fryers will inspire sauce and marinade developments

COMPETITIVE LANDSCAPE

Lam Soon (M) Bhd leads with its core presence in edible oils

Tricious Foods Sdn Bhd is stand out player with success in frozen ready meals

Competitive landscape heats up between domestic and international players

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