



**Euromonitor
International**

Meals and Soups in Malaysia

November 2025

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Meals and Soups in Malaysia - Category analysis

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2025 DEVELOPMENTS

Strategies evolve to balance affordability with convenience

INDUSTRY PERFORMANCE

Premiumisation and innovation underpins value growth

Dynamism in frozen ready meals reflects premiumisation

WHAT'S NEXT?

Consumers will seek value-driven promotions and convenient meal solutions

"Better for you" and high protein meals to gain traction and embrace the overriding focus on health

Government aid programmes to drive demand for affordable and convenient shelf stable meals and soups

COMPETITIVE LANDSCAPE

Leading player benefits from strong brand portfolio and Gulong's value-positioning

Domestic players improve their position

CHANNELS

Convenience, scale and product variety give hypermarkets a strong lead in meals and soups distribution

Expansion of convenience stores drives sales growth as the channel supports busy lifestyles

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Cooking Ingredients and Meals in Malaysia - Industry Overview

EXECUTIVE SUMMARY

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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Small local grocers benefit from offering affordable brands

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