



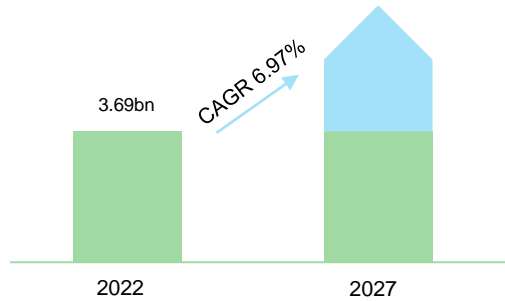
MARKET TRENDS IN MALAYSIA:  
DAIRY



## KEY TRENDS

---

## Malaysia Dairy Products Market (US\$)

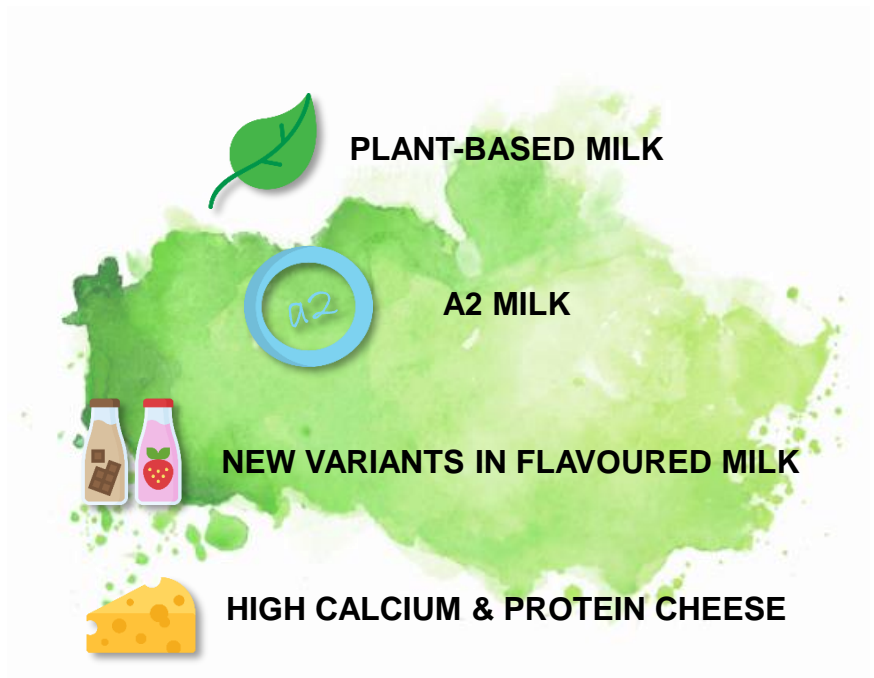


### + IN-SCOPE

- Fresh milk
- Yoghurt
- Cheese
- Eggs
- Non-dairy milk substitutes, preserved and powdered milk

- ▶ Volume is expected to amount to 1,586.2mkg by 2027 & is expected to show a volume growth of 5.5% in 2023.
- ▶ In relation to total population figures, per person revenues of US\$111.30 are generated in 2022, the average volume per person is expected to amount to 35.8kg in 2022.

## PROSPECTS AND OPPORTUNITIES



## PLANT-BASED MILK

87%

of Malaysia's population suffer  
from lactose intolerance

Milk alternatives remains the most dynamic category in 2021 with a growing number of consumers embracing plant-based drinks as a healthier alternative to dairy.



Plant-based milk like rice milk, oat milk, almond milk and hazelnut milk continue to gain traction through modern grocery retailers, including e-commerce providers.



- ▶ Consumers in Malaysia are becoming increasingly aware of the health benefits of these products versus cow's milk, with many people being lactose intolerant.



### So Good Almond & Coconut Milk Unsweetened

- It adds a creamy, tropical taste to smoothies, a new flavour twist to your cereal and cooking, and is mild enough to enjoy icy cold by the glass.
- Naturally free from lactose, gluten, dairy and cholesterol, and is low in saturated fat.
- Product of Australia

**Ingredients:** Filtered Water, **Almonds** (2.5%), Coconut Cream (1%), **Mineral (Calcium)**, Emulsifier (Sunflower Lecithin), Salt, Vegetable Gum (Gellan), **Mineral Salt (Sodium Bicarbonate)**, Natural Flavour, **Antioxidant (Ascorbic Acid)**, **Vitamins (B12, B2, B1)**.

# PLANT-BASED MILK



Varieties: Simply Unsweetened, Utterly Original, Richly Chocolate

## Snappea Simply Unsweetened Plant Based Vegan Pea Milk

- Pour yourself a cup of Snappea for:
  - 10g Protein
  - 20% more than Dairy Milk\*
  - X10 more than Almond Milk\*
  - 170mg Plant-Based Calcium
  - 0g Sugar
  - 0% Cholesterol
- Product of Malaysia

**Ingredients for Unsweetened Pea Milk:** [Pea Protein](#), Sunflower Oil, Permitted Food [Stabiliser](#), [Minerals](#).

\*Data from USDA FoodData Central for Standard Reference

## A2 MILK

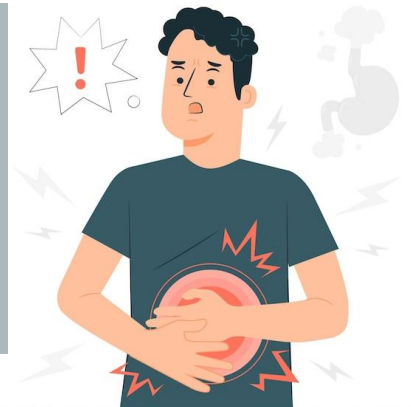


Despite the outbreak of COVID-19 in Malaysia, there continues to be a wide range of new product development being seen in drinking milk products as players look to sustain demand and attract new consumers.

- ▶ For example, The Holstein Milk Co Sdn Bhd launched its new Organic A2 Protein Milk in shelf stable milk.

Consumption of milk containing A1 protein will produce a peptide called beta-casomorphin-7 (BCM-7) which is linked with stomach discomfort and symptoms similar to those experienced by people with lactose intolerance.

This can be avoided by consuming milk containing only the A2 type of beta casein.



### Henry Jones Fresh Milk

- Taste the Aussie goodness with Henry Jones Organic A2 Protein Fresh Milk!
- Product of Malaysia

**Ingredients:** Australian Organic A2 Protein Fresh Milk.



## A2 MILK



Flavour: Original, Chocolate, Strawberry, Dates

### Eco Fresh A2 Milk

- A2 fresh milk contains A2 beta-casein protein produced by “no genetic mutation cow”. A2 fresh milk is similar to human, goat and buffalo’s milk
- Eco fresh milk is 100% pure A2 fresh milk
- Product of Malaysia

**Ingredients for Chocolate Flavour:** 100% A2 Fresh Milk, Chocolate Bar.

# NEW VARIANTS IN FLAVOURED MILK



Drinking milk products is set to continue recording steady growth over the forecast period in retail volume terms.

Another way in which producers of drinking milk products are likely to look to win share is through expanding their product portfolios and expanding into new areas.



- ▶ For example, Dutch Lady Milk Industries Berhad and Etika Holdings are likely to continuously launch **new variants in flavoured milk drinks** to stimulate demand, especially among children who are often attracted to the novelty of new flavours.



## Dutch Lady Kurma Flavoured Milk

- Dutch Lady® Kurma Flavoured Milk pairs real date extract with smooth, creamy milk to create a delightful drink for everyone to enjoy. With the improved recipe, this delicious snack is now even better than before!
- Perfect healthy indulgence for you or your family in between meals or at any time of the day.
- Product of Malaysia



# NEW VARIANTS IN FLAVOURED MILK



## Farmfresh UHT Banana Flavoured Milk

- Feeling "pishang" at home? 'Pishang' is a trending term among young Malays which basically means bored or boring. Why not try something new like our refreshing Banana Milk.
- A blend of banana puree with creamy cow's milk. No essence, no colouring, no preservatives. Ready for the real banana milk?
- Product of Malaysia

**Ingredients:** Cow's Milk, Banana Puree, Brown Sugar & Contain **Stabilisers** as Permitted Food Conditioner.

# HIGH CALCIUM & PROTEIN CHEESE

Consumers in Malaysia are becoming increasingly knowledgeable about how to eat healthily and what foods can support a balanced diet and this is expected to be beneficial to sales of processed cheese over the forecast period.



- ▶ **High calcium and protein content cheese** is widely recognised for its benefits in supporting bone and joint health, especially among growing children.



**Emborg Mild Cheddar Cheese Slices**

- Delicious and fun snack for the whole family.
- The creamy slices are great sources of calcium and protein, which are important for both children and adults!
- Spice up your breakfast, lunch or afternoon snack with Emborg Mild Slices for a delicious creamy texture and a mild taste.
- Product of Austria

# HIGH CALCIUM & PROTEIN CHEESE



## Anchor Cheddar Cheese Slices

- With Anchor Cheddar Cheese Slices, it's never been simpler to prepare tasty treats for the whole family. These convenient slices come individually-wrapped, so they can be easily added to your recipes or enjoyed on-the-go.
- High In Calcium

**Ingredients:** Cheese (63%) (Cow's Milk, Salt, Cultures, Enzymes (Calves & Vegetarian Rennet), Water, **Emulsifier** (341, 331, 339, 322, 460), Milk Solid, Non Fat Milk Solids, Salt, **Acidity Regulator** (330,500), Preservative (200), Colour (160b), Contains Emulsifiers And Acidity Regulator As Permitted Food Conditioners. Contains Permitted Colouring And Preservative.

## References

- Euromonitor International. (2021a). Drinking Milk Products in Malaysia.
- Euromonitor International. (2021b). Cheese in Malaysia.
- Jianqin, S., Leiming, X., Lu, X., Yelland, G., Ni, J., & Clarke, A. (2015). Effects of milk containing only A2 beta casein versus milk containing both A1 and A2 beta casein proteins on gastrointestinal physiology, symptoms of discomfort, and cognitive behavior of people with self-reported intolerance to traditional cows' milk. *Nutrition Journal*, 15(1). <https://doi.org/10.1186/s12937-016-0147-z>
- Statista. (2022). Dairy Products & Eggs – Malaysia.
- Storhaug, C., Fosse, S., & Fadnes, L. (2017). Country, regional, and global estimates for lactose malabsorption in adults: a systematic review and meta-analysis. *The Lancet Gastroenterology & Hepatology*, 2(10), 738-746. [https://doi.org/10.1016/s2468-1253\(17\)30154-1](https://doi.org/10.1016/s2468-1253(17)30154-1)

## References – Photo Credits

### Photo via

- [https://www.freepik.com/premium-photo/oat-flakes-isolated-white-black-background\\_5733969.htm#query=oat%20milk&position=6&from\\_view=search](https://www.freepik.com/premium-photo/oat-flakes-isolated-white-black-background_5733969.htm#query=oat%20milk&position=6&from_view=search)
- [https://www.freepik.com/free-photo/almonds\\_1129781.htm#query=almond&from\\_query=almond&position=35&from\\_view=search](https://www.freepik.com/free-photo/almonds_1129781.htm#query=almond&from_query=almond&position=35&from_view=search)
- [https://www.freepik.com/free-vector/stomachache-concept-illustration\\_15577655.htm?query=stomachache](https://www.freepik.com/free-vector/stomachache-concept-illustration_15577655.htm?query=stomachache)
- [https://www.freepik.com/free-vector/competitive-intelligence-concept-illustration\\_18493584.htm#query=look%20into&position=4&from\\_view=search](https://www.freepik.com/free-vector/competitive-intelligence-concept-illustration_18493584.htm#query=look%20into&position=4&from_view=search)
- [https://www.freepik.com/premium-vector/overweight-woman-become-thin-process-idea-fitness-healthy-diet-weight-loss-process-woman-with-big-belly-person-suffer-from-obesity-illustration-cartoon-style\\_10047969.htm?query=healthy%20diet](https://www.freepik.com/premium-vector/overweight-woman-become-thin-process-idea-fitness-healthy-diet-weight-loss-process-woman-with-big-belly-person-suffer-from-obesity-illustration-cartoon-style_10047969.htm?query=healthy%20diet)
- <https://www.greenqueen.com.hk/microbial-biofermented-alt-dairy-startups/dairy-products-123rf/>
- [https://www.freepik.com/free-vector/watercolor-stain-texture-green-color-shade\\_6975305.htm#page=2&query=green%20colour%20stroke&position=8&from\\_view=search](https://www.freepik.com/free-vector/watercolor-stain-texture-green-color-shade_6975305.htm#page=2&query=green%20colour%20stroke&position=8&from_view=search)

### Icon via

- [https://www.flaticon.com/free-icon/leaf\\_861054?related\\_id=861054](https://www.flaticon.com/free-icon/leaf_861054?related_id=861054)
- [https://www.flaticon.com/free-icon/project-management\\_1087840?term=new%20product%20development&page=1&position=12&page=1&position=12&related\\_id=1087840&origin=search](https://www.flaticon.com/free-icon/project-management_1087840?term=new%20product%20development&page=1&position=12&page=1&position=12&related_id=1087840&origin=search)
- [https://www.flaticon.com/free-icon/growth\\_3094843?term=growth&page=1&position=13&page=1&position=13&related\\_id=3094843&origin=search](https://www.flaticon.com/free-icon/growth_3094843?term=growth&page=1&position=13&page=1&position=13&related_id=3094843&origin=search)
- [https://www.flaticon.com/premium-icon/milk-bottle\\_3167429?term=strawberry%20milk&page=1&position=1&page=1&position=1&related\\_id=3167429&origin=search](https://www.flaticon.com/premium-icon/milk-bottle_3167429?term=strawberry%20milk&page=1&position=1&page=1&position=1&related_id=3167429&origin=search)
- [https://www.flaticon.com/premium-icon/cheeses\\_1054930?term=cheese&page=1&position=16&page=1&position=16&related\\_id=1054930&origin=search](https://www.flaticon.com/premium-icon/cheeses_1054930?term=cheese&page=1&position=16&page=1&position=16&related_id=1054930&origin=search)
- [https://www.flaticon.com/free-icon/circumference\\_390933?related\\_id=390933](https://www.flaticon.com/free-icon/circumference_390933?related_id=390933)
- [https://www.flaticon.com/free-icon/malaysia\\_203047?term=malaysia&page=1&position=7&page=1&position=7&related\\_id=203047&origin=search](https://www.flaticon.com/free-icon/malaysia_203047?term=malaysia&page=1&position=7&page=1&position=7&related_id=203047&origin=search)



THANK YOU