

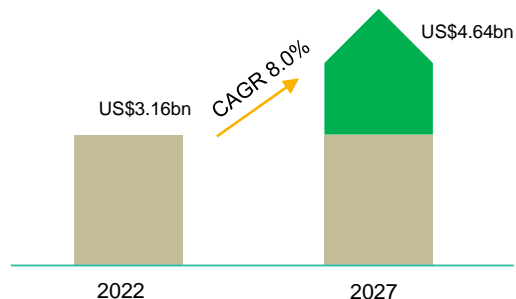


MARKET TRENDS IN MALAYSIA: SNACKS



KEY TRENDS

Malaysia Snack Products Market (US\$)



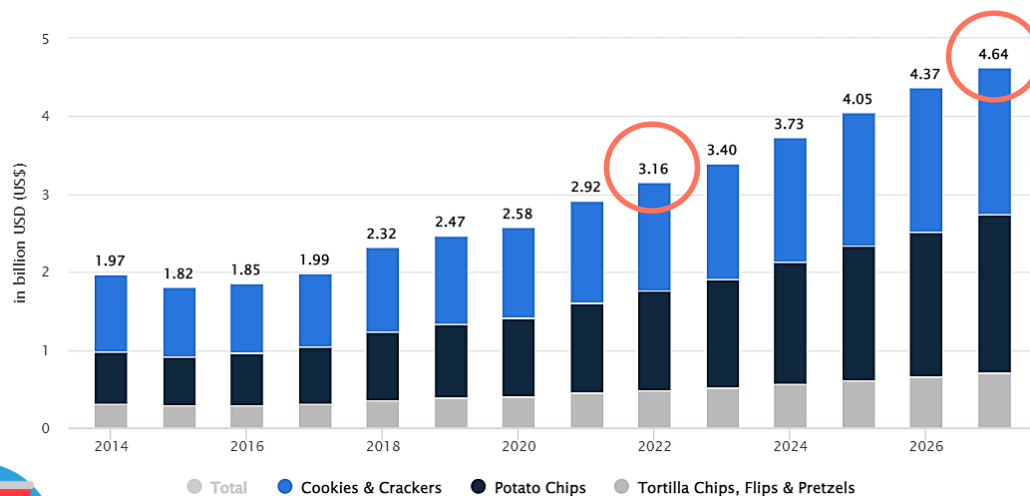
+ IN-SCOPE

- Potato chips
- Extruded and expanded snacks (e.g., Cheetos, Wotsits)
- Cookies and crackers
- Pretzels

- ▶ In the snack food segment, volume is expected to amount to 661.0mkg by 2027 & is expected to show a volume growth of 4.8% in 2023.
- ▶ In relation to total population figures, per person revenues of US\$95.14 are generated in 2022, the average volume per person is expected to amount to 15.5kg in 2022.



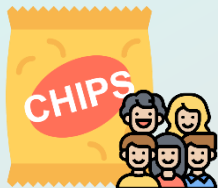
Data: Revenue of Snack Food in Malaysia, 2022 - 2027



Most recent update: Jul 2022

Source: Statista, 2022

PROSPECTS AND OPPORTUNITIES



**LARGER/FAMILY
PACKS**



**VEGAN FRIENDLY
SNACK**



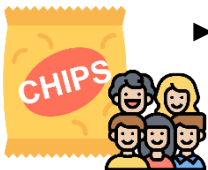
**NEW EXCITING
FLAVOURS**

LARGER/FAMILY PACKS

Products for **sharing** are becoming more popular as families and friends **entertain at home** by **snacking** more frequently together.



- Larger pack sizes match consumers' demand as it serves at-home consumption and offer value for money.



- ▶ Leading noodle snack player Mamee-Double Decker (M) Bhd enjoys stable demand due to its larger pack size (family packs) of noodle snacks which were introduced in 2021 and 2022.

MARKET EXAMPLES



Mamee Monster Snek Mi Family Pack

- For 45 years, Mamee noodles have been remained close to the hearts of countless Malaysians, instantly bringing back memories of childhood.
- Adhering to the unique concept of "Crunch it, Shake it, Munch it", MAMEE Monster is conveniently and individually packaged, great for enjoying at home, school or on the go.
- Varieties: Chicken, Spicy, Barbeque Flavour.
- Product of Malaysia.

MARKET EXAMPLES



Popo Fish Muruku Original

- A pioneer among snacks, Popo Fish Muruku has been a delightful existence to Malaysians since 1975. A pair of scissors wasn't necessary when we could use our hands to poke through the plastic and devour the fish crackers.
- Sold in a family pack of smaller snack-size packets, this beloved snack of Malaysians is crunchy and full of flavour! PoPo Muruku comes in its original recipe seasoned with herbs and spices. It is an all-time snack for any occasion and can be enjoyed by people of all ages.
- Product of Malaysia

Want Want Senbei Rice Crackers

- Want Want Senbei, crispy rice cake, with a sweet and unique taste in salty, it is an addictive and classic snack for elementary school, and the family is hanging out in the day.
- Sold in a family pack of smaller snack-size packets
- Product of Taiwan

Ingredients: Rice (57.41%), Palm Oil (Contains Antioxidant (E319)), Sugar, Corn Starch, Glucose, Soy Sauce Powder (Soybean, Wheat, Maltodextrin), Salt, Flavour Enhancer (E621).



VEGAN FRIENDLY SNACK

"Asia Pacific is the largest region in the world where majority of people follow a vegetarian or vegan diet."



Based on the **Global Vegetarian Index**, Malaysia is **ranked 3rd** most vegetarian-friendly country worldwide in 2017.

The vegetarian demand is driven by a **religion**, **health** and **environmental factors**.



Tasty snacks made from fruit and vegetable proteins (from ingredients like peas, cassava and jack fruit) is aligned with several dietary lifestyles, including vegan and paleo.

MARKET EXAMPLES



Mission Corn & Ricemeal Chips

- Mission Corn and Rice chips are perfect for those looking for a gluten-free savoury snacking alternative. It's made with whole stoneground corn treated with lime, and rice meal, giving it a mild yet richly satisfying taste without the added guilt.
- Gluten-Free, Free from Preservatives, Artificial Flavours and Colours, 30% Less Oil Than Potato Chips, Non-GMO Corn, Suitable for Vegans.
- Product of Mexico.

Ingredients: Whole Stoneground Corn Treated with Lime, Vegetable Palm Oil, Rice Meal, Salt.

MARKET EXAMPLES

Pik-Nik Shoestring Potatoes



- For over 75 years, Pik-Nik has been making the highest quality, best-tasting shoestring potatoes in the world! Pik-Nik selects only the best, FRESH potatoes. Then they slice them a little thicker and a little longer than ordinary potato sticks. This gives Pik-Nik shoestrings their superior, richer potato flavour.
- Pik-Nik selects only the best, FRESH Potatoes. Then we slice them a little thicker and a little longer than ordinary potato sticks. This gives Pik-Nik shoestrings their superior, richer potato flavor.
- Less salt version of the snack. Same great taste with half the salt.
- Varieties: Original, 50% Less Salt
- Product of USA

Ingredients: Fresh Non-GMO Potatoes, Pure Vegetable Oil (Safflower Oil, Palm Olein Oil, Sunflower Oil), Sea Salt.

MARKET EXAMPLES



Truly Gourmet Tempeh Chips

- An Indonesian delicacy, our tempeh chips Classic flavour is seasoned with the same core seasoning ingredients that are commonly used in Indonesia, and are fine-tuned to further elevate the flavour to bring out all the finger-licking awesomeness in every piece of the crisps!
- Gluten-Free, No Preservatives and Flavourings, Vegan-Friendly.
- Varieties: Original Sea Salt, Lightly Sea Salted, Onion, Garlic, Cumin, Indonesian Classic.
- Product of Malaysia.

Ingredients for Indonesian Classic Flavour: Non-GMO Soybean, Gluten-Free Flour, Rhizopus oligosporus, Palm Oil, Garlic, Coriander Seed, Candlenut

NEW EXCITING FLAVOURS

"Flavour and enjoyment become essential during snacking moments"

Over **8 in 10** people said that, when looking to indulge in snacks, they are unwilling to sacrifice on flavour **(85%)**



- Mamee-Double Decker (M) Bhd is has introduced new flavours in noodle snacks, such as 'mala' and 'Korean kimchi', which are among the favourite flavours for packaged food and foodservice.



MARKET EXAMPLES



Limited Edition Wise Cottage Fries K-Kimchi

- Wise Cottage Fries collaborated with 7-Eleven to produce a new flavour "K-KIMCHI". New potato chip inspired by the spicy Korean kimchi. The crunchy and spicy kimchi potato chip taps into the popular Korean flavour and the K-food trend.
- Product of Malaysia

MARKET EXAMPLES

Kantin Lab Salted Egg Yolk Crinkle Cut Chips



- Kantin Lab specialises in Malaysian-flavoured crinkle-cut chips. Malaysia's 1st salted egg crinkle cut chips that made with real and halal ingredients with no added preservatives.
- For the nasi lemak version, spicy and fragrant, the chips come with peanuts and crunchy, fried anchovies. It's basically like the actual dish except with chips instead of rice. The moment you open the resealable foil packaging, the aroma just hits your face like a pleasant sea breeze.
- In addition to the spicy mala flavor, it is also added high quality "REAL" salted duck egg yolk to enhance the overall flavor. With its spicy and numbing sensation, it is hard not to fall in love with this taste! Not only is it made with 100% imported potatoes, it is also packaged in our new premium matte packaging!
- Varieties: **Salted Egg Yolk, Spicy Mala & Nasi Lemak Flavours.**
- Product of Malaysia.
- **Ingredients For Nasi Lemak Flavour:** Potatoes, Salted Egg Yolk, Contains Permitted Flavouring Substances (contains fish, soybeans), Sugar, Anchovies, Groundnut, Cooking Oil, Margarine, Pandan Leaf, Yeast Extract.

MARKET EXAMPLES



Twisties Kaya Butter Toast

- A truly unique twist on a traditional breakfast flavour that is so familiar to Malaysians of all generations.
- The sweet buttery Kaya Butter Toast flavoured corn snack that melts in your mouth. Irresistible for an unforgettable experience.
- Product of Malaysia.

Ingredients: Corn, Non-Hydrogenated Vegetable Oil (Palm coconut oil), Sugar, Salt, Dextrose, Milk Curd Powder, Flavor Enhancer (Monosodium Glutamate (INS621)), Maltodextrin, Anti-Caking Agent (Silicon Dioxide (INS551)), Flavoring, Non-Hydrogenated Palm Oil, Acid Regulator (**Citric Acid** (INS330)), Stabilizer (Gum Arabic (INS414)) Antioxidant (Alpha Tocopherol (INS307C))



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THANK YOU