

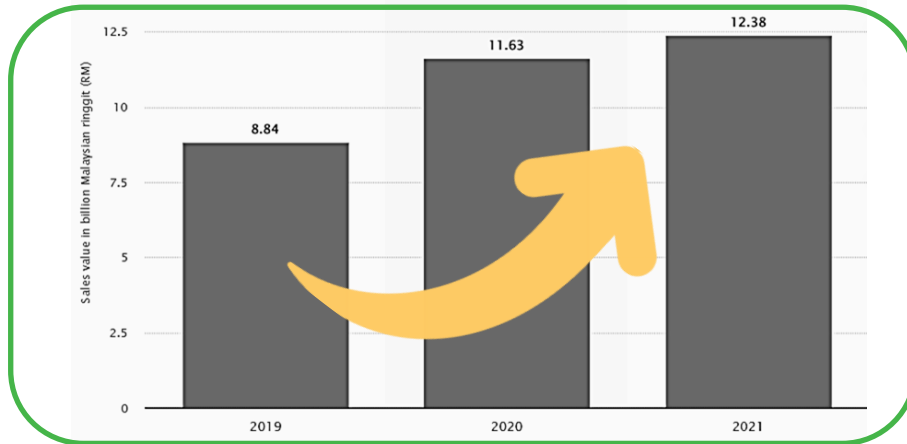


MARKET TRENDS IN MALAYSIA: BAKERY



MARKET OVERVIEW & KEY TRENDS

Figure 1: Sales value of manufactured bread, cakes, and other bakery products in Malaysia from 2019 to 2021 (billion Malaysian ringgit)



Source: Statista, 2022

Market scope



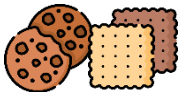
Bread



Cake



Pastries



Cookies and Biscuits



Doughnuts

PROSPECTS AND OPPORTUNITIES



FROZEN BAKED GOODS



PREFERENCE FOR PACKAGED
BAKERY



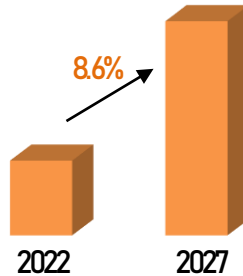
NATURALLY HEALTHY &
HIGH IN FIBRE





FROZEN BAKED GOODS

Asia-Pacific's frozen bakery market is projected to grow at a CAGR of 8.6% during the forecast period (2022-2027)



Bakery products are highly perishable and their freshness declines after being taken out of the oven or known as staling. Freezing is the preservation method that will extend shelf life while retaining baked goods' all-important taste, texture, and appearance.

Sources: Research and Market, 2022

FUN FACT

Did You Know?

Kawan Food Bhd is now one of the major suppliers in Malaysia for frozen foods including baked goods. Their products are found in various supermarkets and grocery stores locally and in 36 other countries globally!



Why frozen bakery?

- Rich in taste & nutrition
- Availability & product variations
- Ease of use & convenience
- Longer shelf-life

Sources: Research and Market, 2022

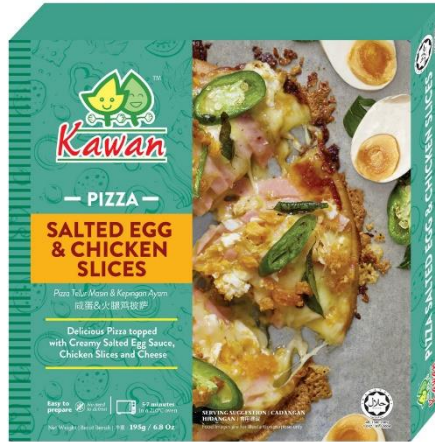
MARKET EXAMPLES



V-Nion Brown Sugar Sponge Cake (Ma Lai Gao)

- Frozen brown sugar sponge cake is now convenient to eat with just a touch of the microwave!
- No preservatives
- Product of Malaysia

MARKET EXAMPLES



KAWAN Salted Egg Chicken Slices Pizza

- Delicious Cheesy Pizza topped with Creamy Salted Egg Sauce, Chicken Slice and Cheese. It is a tasty yet easy way to satisfy your pizza cravings!
- Product of Malaysia



Tisha's Original Doughnut

- Fresh, delicious and fantastic
- Product of Malaysia

Ingredients: Wheat Flour, Yeast, Salt, Sugar, Margarine and Milk.



Alpha-Tocopherol
acts as antioxidant

66

Tesco Portuguese Custard Tarts

- These tarts are made with authentic recipe and have a crumbly pastry with a velvety custard filling. To be enjoyed warm, fresh from the oven.
- Ready to Bake Portuguese tarts with a velvety custard filling.
- Product of Malaysia

Ingredients: Custard Filling (63%) [Water, Sugar, Pasteurized Whole Milk, Pasteurised Egg Yolk, Wheat Flour, Pasteurised Egg White, Dried Whole Milk, Maize Starch, **Thickener (Xanthan Gum)**], Wheat Flour, Vegetable Margarine [Palm Oil, Water, Sunflower Oil, Rapeseed Oil, Coconut Fat, **Emulsifier** (Mono- and Di-Glycerides of Fatty Acids), **Acidity Regulators** (Lactic Acid, Citric Acid), Salt, ***(Alpha-Tocopherol)**], Water, Salt.

MARKET EXAMPLES



Ciasiang Salted Egg Custard Bun

- Ready to Bake bun with a salted egg custard filling.
- Product of Malaysia

Ingredients: Dough: Flour, Sugar, Egg, Margarine, Vegetable Shortening, Yeast, Baking Powder. Fillings: Sugar, Salted Egg, Custard Powder, Butter, Contains Permitted Food Conditioner



PREFERENCE FOR PACKAGED BAKERY

The global packaged bakery products market is projected to value USD\$ 457.6 billion by 2030, with CAGR of 4.5% during the forecast period of 2021 to 2030.



More than half (55%) of consumers said they prefer to see all fresh-baked goods and donuts packaged.

Sources: Bakemag, 2021 & DataIntel, 2021

Packaged bread, pastries, and frozen baked goods showing a robust performance and growth in Malaysia

- Packaged bakeries is seeing an increase in distribution to supermarkets and convenience stores as consumers increasingly choose packaged bakeries for on-the-go consumption via these channels.
- Apart from that, bakery manufacturers can grab the chance to introduce new variations of bakery products and increase their shelf space through these channels.

MARKET EXAMPLES



Gardenia Toast'em Butterscotch Bread

- Full flavoured butterscotch that leaves you craving for more, Gardenia Toast'em Butterscotch Bread contains no artificial preservatives. It is delicious and suitable for all occasion.
- Product of Malaysia

MARKET EXAMPLES



Mason Original Durian Cookies

- Malaysia traditional snacks consists of food traditions and culture & practices found in Malaysia, and reflects the multiethnic makeup of its population.
- Product of Malaysia

Ingredients: Durian, Tapioca Flour, Coconut, Sugar.



EGO Crispy Sultana Biscuits

- Crunchy wheat biscuits packed with sweet, dried sultanas, perfect any time of day.
- Product of Malaysia

Ingredients: Wheat Flour, Vegetable Oil (Palm Oil), Sultana, Sugar, Liquid Malt, Salt, And Raising Agent.

Contains Gluten, Milk and Soybean Product.

MARKET EXAMPLES



Samudra mini Chocolate Moist Cake

- Not only premium in packaging, but with extra chocolate, and a more moist texture.
- Product of Malaysia

Ingredients: Wheat Flour, Egg, Palm Oil, Sugar, *Cocoa Powder Flavour, Flavouring Chocolate Coating.

*As a flavoring agent



Massimo Chiffon In A CUP

- Massimo Chiffon In A Cup tastes like it was freshly-baked by your mum! Soft, fluffy and available in a variety of Malaysia's favourite flavours, you'd be surprised to learn that this wholesome snack is made of just eggs, flour and milk.
- Product of Malaysia

Ingredients: Egg, Sugar, Wheat Flour (Unbleached), Vegetable Fat (Non-hydrogenated Palm Oil), Glycerine, Sorbitol, Milk Powder, Leavening Agent, Salt, Starch, Potassium Sorbate, Emulsifier And Thickener, Acidity Regulator, Permitted Food Conditioner.



NATURALLY HEALTHY AND HIGH IN FIBRE

With consumers becoming more health conscious today, they are looking for baked products that are healthier such as gluten-free in nature and consist of natural ingredients.

Sources: Food Navigator Asia, 2021

Sahur the healthy way with Munchy's Oat Krunch this Ramadan

April 1, 2022 By Strawberry Gal - Food News, Food Product — Leave a Comment



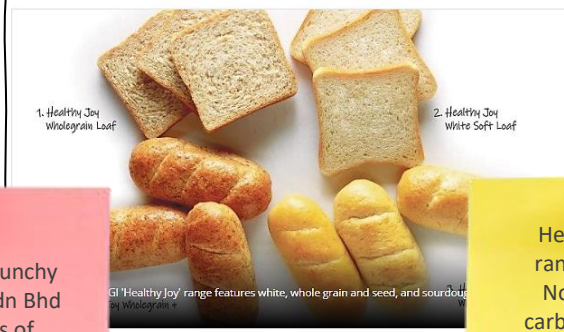
Local company Munchy Food Industries Sdn Bhd dominates sales of naturally healthy **high-fibre** sweet biscuits in Malaysia with its popular Munchy's Oat Krunch brand.

Sources: Euromonitor International, 2022

Love for loaf: Malaysian firm fulfils four-year mission to launch low-GI bread range

By Nurul Ain Razali

17-Mar-2022 - Last updated on 17-Mar-2022 at 03:15 GMT



GI 'Healthy Joy' range features white, whole grain and seed, and sourdough breads.

Healthy joy bread range launched by Nova has a slow-carb system and **low glycemic index (GI)** of 35 and also omega-9 oils!

Sources: Food Navigator Asia, 2022

Beyond intolerance: Malaysian bakery firm highlights rising gluten-free trend among carb-cutting consumers

By Pearly Neo

20-Sep-2021 - Last updated on 20-Sep-2021 at 02:30 GMT



Malaysian bakery company Fresco Grano has observed a rise in demand for gluten-free products among consumers who want to cut down on carbs. ©Fresco Grano

Fresco Grano, a Malaysian bakery company produced a range of **gluten-free** bakery products for those who want to cut down on carbs and those with special dietary needs such as gluten intolerance!

Sources: Food Navigator Asia, 2021



KAWAN Low GI Chapatti

- Our Low GI Chapatti is at least 30% lower in fat in comparison to regular Kawan Chapatti.
- Reduced fat and no artificial preservatives
- Product of Malaysia

Ingredients: Whole Wheat Flour, Water, Vegetable Oil, Lentil, Fenugreek, Permitted Dough Conditioners (471, 300 and Soy Enzymes), Salt, Vegetable Gum (412), Okra and Raising Agents (450, 500, 170, 575).



Toufayan Sweet Onion Pita Bread

- Toufayan Sweet Onion Pita bread is made from top quality, wholesome ingredients. True to tradition, each loaf is hearth baked until the natural pocket is formed and it's a perfect golden brown.
- Each delicious pita has 7g of protein, 2g of Fibre, is Cholesterol Free, Trans Fat-Free, Kosher Pareve and Naturally Vegan.
- Product of Malaysia

Ingredients: Enriched Flour (Wheat Flour, Malted Barley Flour, Niacin, Iron, Thiamine Mononitrate, Riboflavin, Folic Acid), Water, Onion, Yeast, Wheat Gluten, Sugar, Contains 2% Or Less Of Salt, Wheat Starch, *Maltodextrin, Microcrystalline Cellulose, Preservative (Calcium Propionate).



MARKET EXAMPLES

* Maltodextrin
acts as a
bulking agent



GLUTEN FREE PASTRY

- ❖ Gluten free formula
- ❖ Egg & starch free
- ❖ Lactose & sugar free ingredients
- ❖ 100% Plant/vegan source
- ❖ Cholesterol free
- ❖ Soy beans free formula

Ingredients: Mung beans, Chickpea, Edamame, Golden quinoa, Flaxseed, Psyllium husk, Rolled oat, Snow fungus, Cocoa butter, Stevia leaves, Olive oil & Red adlay.

48 Savoury Pastry (Gluten-free)

- Starch free pastry, a gluten free eater's delight!
- Product of Malaysia

Ingredients: Mung Beans, Chickpea, Edamame, Golden Quinoa, Flaxseed, Psyllium Husk, Rolled Oat, Snow Fungus, Cocoa Butter, Stevia Leaves, Olive Oil, Red Adlay.



NHF Gluten Free Chocolate Butter Cookies

- Delicious gluten-free cookies that tastes just as good as everyday cookies. Crafted through low-temperature baking and free of wheat and artificial food additives
- Product of Malaysia

Ingredients: *Rice Flour, Maize Flour, Chocolate, Brown Sugar, Baking Powder (Aluminum Free), Butter (With Milk), Natural Soda.



MARKET EXAMPLES

* Rice Flour improves performance in gluten-free baked goods

MARKET EXAMPLES**Jacob's Low Sodium Hi Fibre Cracker**

- Contains 86% wheat cereal to offer you healthier crackers
- Perfect choice for a tasty and healthy snack
- Has a unique combination of vitamins and minerals
- Good source of fibre and carbohydrates contributing to a well-balanced healthy diet
- Contains 30% less fat
- Product of Malaysia

Ingredients: Wheat Flour, Wholemeal Flour, Non-Hydrogenated Vegetable Oil (Palm-Contains Antioxidant (E319)), Wheat Germ, ***Vitamins & Minerals (Calcium Carbonate, Iron (Ferric Pyrophosphate), B3, Vitamin A Acetate, B6, B1, B2, Iodine (Potassium Iodide), B12),** Leavening / Raising Agents (Ammonium Bicarbonate (E503ii), Sodium Bicarbonate (E500ii), Potassium Bicarbonate (E50 1ii)), Yeast, Emulsifier (Sodium Stearoyl Lactylate (E481i)), Salt and Enzyme / Flour Treatment Agent (Amylase).

*Vitamins are essential for the growth and maintenance of a healthy body and to improve micronutrient deficiency in people.



To know more about the featured ingredients in this market trends report as well as how you can create better food products for your consumers, contact our Food & Beverage Intelligence (FBI) team.

Email: info@dpointernational.com

Web: www.dpointernational.com



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