

Market Intelligence Digest

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What's Trending in Malaysia's Biscuits

The biscuit category is increasingly innovating by improving its indulgence and health credentials to appeal to consumers.

Highlights

❑ Rise of unmanned retail stores

The emergence of technology-powered unmanned retail stores has opened up a new sales channel for biscuit and other food and beverages, targeting consumers looking for convenience.

❑ The market

The market is expected to grow at a CAGR of 5.9% in value from 2018 to 2022, driven by product premiumization. Savory biscuits is the most popular segment. Mondelez is the market share leader with a value share of 25.8% in 2017.

❑ Key innovation trends

Brands are not only focusing on the major traditional holidays but are also introducing different pack sizes targeting different consumption occasions. Biscuits are being positioned as an indulgence but the better-for-you option is also important, in line with consumers' growing emphasis on healthy eating.

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Malaysia's biscuit market landscape

Educate consumers about the importance of keeping the microbiota fed with beneficial prebiotic fibers.



Malaysia's biscuit market is forecast to reach US\$509.7 million (MYR2 billion) in 2022 as value is expected to be supported by product premiumization fueled by the growth of high-end grocers. The market stood at US\$346.9 million in 2017.

Savory biscuits dominated the overall biscuit landscape with a 60% value share in 2017, while sweet biscuits have the remaining 40% share.

The market is set for price adjustment following the imposition of a 5% tax rate on biscuits as part of the implementation of the [new sales and services tax \(SST\) in September 2018](#). The SST replaces the previous 6% goods and services tax (GST), which was discontinued in June 2018.

Malaysia: retail market value of biscuits (m USD)



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Key innovation trends impacting the Malaysian biscuit market

❑ Positioned for different age groups and occasions

Festive packs are important as sweet biscuits are traditionally consumed or given as gifts during major traditional holidays. Brands are innovating with different packaging sizes, shapes and designs to broaden usage among children, family and on-the-go consumers.



With free Hari Raya green packet [Julie's Cocoro Black Wafer Sticks with Vanilla Flavoured Cream](#) have been repackaged for the celebration of the Hari Raya Aidilfitri 2018. This halal- and HACCP-certified product is suitable for lacto-ovo vegetarians.



Celebrate Hari Raya [Munchy's Muzic Chocolate Wafer Bites](#) have been repackaged to celebrate Hari Raya Puasa 2018. They are described as rich and creamy chocolate-filled crispy crunchy wafers.



Chinese New Year [Julie's Hershey's Dark Chocolate Cookie Assortment](#) has been repackaged with an updated design for Chinese New Year 2018. These dark chocolate and dark chocolate vanilla-flavored cookies have been halal- and HACCP-certified.

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Key innovation trends impacting the Malaysian biscuit market

❑ Pure indulgence

Brands are increasingly focusing on making their sweet biscuits more indulging by tapping into unique and trending flavors. In addition, chocolate biscuit makers are injecting interesting concepts such as chocolate sprinkles and chocolate drizzles into their chocolate biscuits.

Indonesian brands offer rich varieties of sweet crackers, wafers



Coconut crackers

[GarudaFood Gery Coconut Crackers](#) are described as crunchy crackers coated in coconut and sprinkled with sugar. The halal-certified product is ready to eat and retails in a 110g pack.



Chocolate wafer

[Nabati Richoco Chocolate Wafer](#) is now available. The halal-certified product contains vitamins A, B1, B2, B6 and B12, and retails in a 50g pack.



Chocolate cream wafer bites

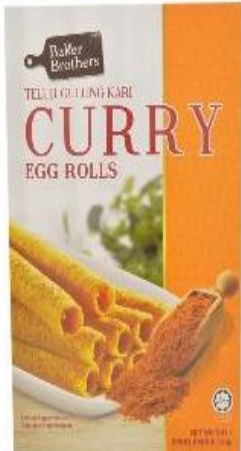
[Nabati Richoco Bites Chocolate Cream Wafer](#) contains vitamins A, B1, B2, B6 and B12. This halal-certified product retails in an 80g pack.

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Key innovation trends impacting the Malaysian biscuit market

Innovate with more intense savory flavours



Curry egg

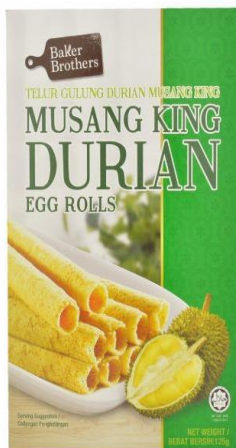
[Baker Brothers Curry Egg Rolls](#) are now available. This halal-certified product retails in a 125g pack. Baker Brothers is the private label brand of Dairy Farm, which runs the Giant supermarket/hypermarket chain.



Salty yolk

[TK Food Salty Yolk Cookies](#) are now available. The vegetarian with eggs product is retailed in a 100g pack featuring a QR code and an ISO 22000 certification.

Bringing unique flavors to the sweet biscuits category



Musang King durian

[Musang King Durian Egg Rolls](#) are now available. This halal-certified product retails in a 125g pack.



Sweet yogurt

[Lotte Pepero Double Dip Dessert Caffé Sweet Yogurt Flavor Biscuit Sticks](#) are new to the range. This product retails in a 50g pack.