

# Processed Meat, Seafood and Alternatives To Meat in Malaysia

December 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Modest growth in 2023, as busy Malaysians dine out in greater numbers  
Domestic players continued to invest in new launches, despite numerous challenges  
Frozen meat and seafood substitutes flourishes in 2023

### PROSPECTS AND OPPORTUNITIES

Stronger demand expected, with frozen varieties leading the way  
Local manufacturers will continue to face production challenges  
Meat and seafood alternatives welcome shelf stable options

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## Staple Foods in Malaysia - Industry Overview

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