



Rice, Pasta and Noodles in Malaysia

November 2025

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2025 DEVELOPMENTS

Government support helps to maintain category strength

INDUSTRY PERFORMANCE

Price sensitivity and government aid support growth in noodles and rice

Instant noodle pouches benefits from new product launches

WHAT'S NEXT?

Affordability remains crucial in the category with the government expected to continue ensuring price stabilisation

Innovation expected in the market

Government aid is expected to further push players to focus on offline retail

COMPETITIVE LANDSCAPE

Leading player's flagship brand seen as offering quality and affordability

Innovation and value for money behind performances of most dynamic players

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Proximity and affordable offer make small local grocers the leading channel

Hypermarkets and supermarkets expanding with aggressive marketing campaigns

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[Staple Foods in Malaysia - Industry Overview](#)

EXECUTIVE SUMMARY

Affordability remains key

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INDUSTRY PERFORMANCE

Government aid proves important in maintain sales

Consumers remain price sensitive

WHAT'S NEXT?

Subsidies to remain important

New product development to attract consumers

Strong focus on value for money

COMPETITIVE LANDSCAPE

Serba Wangi out in front

Emborg benefiting from focus on quality and distribution through modern grocery retailers

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