Summary

The Future of the Fish & Seafood Market in Malaysia to 2018 is the result of Canadean’s extensive market research. The report presents detailed analysis on the Fish & Seafood consumption trends in Malaysia, historic and forecast Fish & Seafood consumption volumes and values at market and category level, brand share and distribution channel data. This report brings together Canadean Intelligence's research, modeling and analysis expertise in order to develop uniquely detailed market data. This allows domestic and foreign companies to identify the market dynamics to account for Fish & Seafood sales overall and to know which categories and segments are showing growth in the coming years.

Key Findings

Why was the report written?

This report provides authoritative and granular data on the Fish & Seafood market in Malaysia and, in doing so fills the gaps in marketers’ understanding of trends and the components of change behind them.

Based upon extensive primary and secondary research to provide comprehensive and granular data, this report allows marketers to confidently update their strategic and tactical plans.

Marketers need data on volume and value changes, brand dynamics and distribution trends in order to effectively plan strategies.

What are the key drivers behind recent market changes?

This report examines the components of change in the market by looking at historic and future growth patterns, including the effects of consumers’ behavior on total volumes, values, brands selected and types of product chosen.

What makes this report unique and essential to read?

The report provides the latest, detailed data on dynamics in Malaysia Fish & Seafood market, providing marketers with the essential data to understand their own, and their competitors’ position in the market and the information to accurately identify where to compete in the future.

Reasons to Buy

“The report provides a unique mix of highly granular market data, based upon detailed industry research, in order to offer a detailed insight into the trends and dynamics affecting Fish & Seafood market in Malaysia.

Custom segmentation of the market provides unique views and insights for marketers on the volume, brand and distribution data, to give unparalleled insight into the market.”
1. **Malaysia Fish & Seafood Market Analysis, 2008–18**

1.1 **Fish & Seafood Value Analysis, 2008–18**

1.1.1 **Overall Fish & Seafood Market Value, 2008–18**

| Table 1: Malaysia Fish & Seafood Market Value (LCU m) and Growth (Y-o-Y), 2008–18 |
|-----------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Market Value |       |       |       |       |       |       |       |       |       |       |
| Y-o-Y growth |       |       |       |       |       |       |       |       |       |       |

Source: Canadean © Canadean

| Table 2: Malaysia Fish & Seafood Market Value (USD m) and Growth (Y-o-Y), 2008–18 |
|-----------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Market Value |       |       |       |       |       |       |       |       |       |       |
| Y-o-Y growth |       |       |       |       |       |       |       |       |       |       |

Source: Canadean © Canadean
Figure 1: Malaysia Fish & Seafood Market Value (LCU m) and Growth (Y-o-Y), 2008–18

Note:
Chart in the above figure represents only sample data and no actual data is provided.
### 1.1.2 Fish & Seafood Market Value by Category, 2008–18

**Table 3: Malaysia Fish & Seafood Market Value (LCU m) by Category, 2008–13**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambient Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chilled Raw Packaged Fish &amp; Seafood - Processed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chilled Raw Packaged Fish &amp; Seafood - Whole Cuts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dried Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fresh Fish &amp; Seafood (Counter)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frozen Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Overall</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Canadean © Canadean

**Table 4: Malaysia Fish & Seafood Market Value (LCU m) by Category, 2013–18**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambient Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chilled Raw Packaged Fish &amp; Seafood - Processed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chilled Raw Packaged Fish &amp; Seafood - Whole Cuts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dried Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fresh Fish &amp; Seafood (Counter)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frozen Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Overall</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Canadean © Canadean
### Table 5: Malaysia Fish & Seafood Market Value (USD m) by Category, 2008–13

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambient Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chilled Raw Packaged Fish &amp; Seafood - Processed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chilled Raw Packaged Fish &amp; Seafood - Whole Cuts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dried Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fresh Fish &amp; Seafood (Counter)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frozen Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Canadean

© Canadean

### Table 6: Malaysia Fish & Seafood Market Value (USD m) by Category, 2013–18

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambient Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chilled Raw Packaged Fish &amp; Seafood - Processed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chilled Raw Packaged Fish &amp; Seafood - Whole Cuts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dried Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fresh Fish &amp; Seafood (Counter)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frozen Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Canadean

© Canadean
Figure 2: Malaysia Fish & Seafood Market Value (LCU m) by Category, 2008–18

Note:
Chart in the above figure represents only sample data and no actual data is provided.
1.1.3 Market Growth Dynamics by Value – Fish & Seafood, 2008–18


<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambient Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chilled Raw Packaged Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chilled Raw Packaged Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dried Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fresh Fish &amp; Seafood (Counter)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frozen Fish &amp; Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Canadean © Canadean

Figure 3: Malaysia Fish & Seafood Market Dynamics, by Category, by Market Value, 2008–18

Source: Canadean © Canadean

Note:
Chart in the above figure represents only sample data and no actual data is provided.
Report Methodology

In order to create the data for all the reports in this series and ensure its robustness, a comprehensive and empirically robust research methodology has been adopted. This combines both a large-scale program of industry research with the results of extensive primary industry interviewing and calling. Furthermore, all definitions are standardized across products and countries to ensure comparability.

The two main research methods, secondary research and primary research (the program of interviewing industry contacts), are brought together and because both sets of research processes have been designed in conjunction with each other they can be combined and consolidated into the final, integrated data sets.

The secondary research process involves covering publicly available sources, trade associations, specialist databases, company annual reports, and industry publications. While primary research involves a major program of interviewing leading industry executives for each category covered in each country – all with local country experts; typically brand, product and marketing managers for major brands within each country. These processes help analysts in capturing both qualitative and quantitative information about the market.

The final stage of the process is the triangulation of inputs obtained from all the research methods with the analyst’s own understanding of the market in order to finalize the data. Once the data is finalized, it goes through various top level quality checks prior to publishing.
Related Reports

- The Future of the Fish & Seafood Market in China to 2018
- The Future of the Fish & Seafood Market in Hong Kong to 2018
- The Future of the Fish & Seafood Market in India to 2018
- The Future of the Fish & Seafood Market in Indonesia to 2018
- The Future of the Fish & Seafood Market in Japan to 2018
- The Future of the Fish & Seafood Market in Malaysia to 2018
- The Future of the Fish & Seafood Market in Philippines to 2018
- The Future of the Fish & Seafood Market in Russia to 2018
- The Future of the Fish & Seafood Market in Singapore to 2018
- The Future of the Fish & Seafood Market in South Korea to 2018
- The Future of the Fish & Seafood Market in Thailand to 2018
- The Future of the Fish & Seafood Market in Turkey to 2018
# Table of Contents

1. **Introduction** .................................................................................................................. 9
   1.1 What is this Report About? .......................................................................................... 9
   1.2 Definitions .................................................................................................................... 9
   1.2.1 This report provides 2013 actual sales; while forecasts are provided for 2014 – 2018 ... 9
   1.2.2 Category Definitions .............................................................................................. 9
   1.2.3 Distribution Channel Definitions .......................................................................... 10
   1.2.4 Volume Units and Aggregations ............................................................................ 11
   1.2.5 CAGR Definition and Calculation ....................................................................... 11
   1.2.6 Graphical representation of Brands .................................................................... 12
   1.2.7 Exchange Rates ..................................................................................................... 12
   1.2.8 Methodology Summary ......................................................................................... 12

2. **Malaysia Fish & Seafood Market Analysis, 2008–18** ............................................. 13
   2.1 Fish & Seafood Value Analysis, 2008–18 ................................................................. 13
   2.1.1 Overall Fish & Seafood Market Value, 2008–18 .................................................. 13
   2.1.2 Fish & Seafood Market Value by Category, 2008–18 .......................................... 14
   2.1.3 Market Growth Dynamics by Value – Fish & Seafood, 2008–18 ......................... 17
   2.2 Fish & Seafood Volume Analysis, 2008–18 ............................................................... 18
   2.2.1 Overall Fish & Seafood Market Volume, 2008–18 ............................................. 18
   2.2.2 Per-Capita Consumption - Fish & Seafood, 2008–18 ........................................ 19
   2.2.3 Fish & Seafood Market Volume by Category, 2008–18 .................................... 20
   2.2.4 Market Growth Dynamics by Volume – Fish & Seafood, 2008–18 ................. 22

3. **Malaysia Ambient Fish & Seafood Market Analysis, 2008–18** ......................... 23
   3.1 Ambient Fish & Seafood Value Analysis, 2008–18 .................................................... 23
   3.1.1 Ambient Fish & Seafood Market by Value, 2008–18 ............................................ 23
   3.1.2 Average Consumer Price/Kg – Ambient Fish & Seafood, 2008–18 ................. 24
   3.2 Ambient Fish & Seafood Volume Analysis, 2008–18 .............................................. 25
   3.2.1 Ambient Fish & Seafood Market by Volume, 2008–18 ...................................... 25
   3.3 Market Growth Dynamics – Ambient Fish & Seafood, 2008–18 .......................... 26
   3.3.1 Ambient Fish & Seafood Market Growth Dynamics by Value, 2008–18 ............. 26
   3.3.2 Ambient Fish & Seafood Market Growth Dynamics by Volume, 2008–18 ....... 27
   3.4 Ambient Fish & Seafood Brand Analysis, 2010–13 .............................................. 28
   3.5 Ambient Fish & Seafood Distribution Channel Analysis, 2010–13 ....................... 29

4. **Malaysia Chilled Raw Packaged Fish & Seafood - Processed Market Analysis, 2008–18** .................................................................................................................................................. 32
   4.1 Chilled Raw Packaged Fish & Seafood - Processed Value Analysis, 2008–18 .. 32
   4.1.1 Chilled Raw Packaged Fish & Seafood - Processed Market by Value, 2008–18 .... 32
4.1.2 Average Consumer Price/Kg – Chilled Raw Packaged Fish & Seafood - Processed, 2008–18
33
4.2 Chilled Raw Packaged Fish & Seafood - Processed Volume Analysis, 2008–18
18.................................................................................................................. 34
4.2.1 Chilled Raw Packaged Fish & Seafood - Processed Market by Volume, 2008–18 ...... 34
4.3 Market Growth Dynamics – Chilled Raw Packaged Fish & Seafood - Processed, 2008–18 ................................................................. 35
4.3.1 Chilled Raw Packaged Fish & Seafood - Processed Market Growth Dynamics by Value, 2008–18................................................................. 35
4.3.2 Chilled Raw Packaged Fish & Seafood - Processed Market Growth Dynamics by Volume, 2008–18................................................................. 35
4.4 Chilled Raw Packaged Fish & Seafood - Processed Brand Analysis, 2010–13..37
4.5 Chilled Raw Packaged Fish & Seafood - Processed Distribution Channel Analysis, 2010–13................................................................................... 38

5. Malaysia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Analysis, 2008–18 .................................................................................. 41
5.1 Chilled Raw Packaged Fish & Seafood - Whole Cuts Value Analysis, 2008–18.41
5.1.1 Chilled Raw Packaged Fish & Seafood - Whole Cuts Market by Value, 2008–18 ......... 41
5.1.2 Average Consumer Price/Kg – Chilled Raw Packaged Fish & Seafood - Whole Cuts, 2008–18 42
5.2 Chilled Raw Packaged Fish & Seafood - Whole Cuts Volume Analysis, 2008–18 .................................................................................. 43
5.2.1 Chilled Raw Packaged Fish & Seafood - Whole Cuts Market by Volume, 2008–18 ...... 43
5.3 Market Growth Dynamics – Chilled Raw Packaged Fish & Seafood - Whole Cuts, 2008–18 .................................................................................. 44
5.3.1 Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Growth Dynamics by Value, 2008–18 .................................................................................. 44
5.3.2 Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Growth Dynamics by Volume, 2008–18 .................................................................................. 44
5.4 Chilled Raw Packaged Fish & Seafood - Whole Cuts Brand Analysis, 2010–13 46
5.5 Chilled Raw Packaged Fish & Seafood - Whole Cuts Distribution Channel Analysis, 2010–13 .................................................................................. 47

6.1 Dried Fish & Seafood Value Analysis, 2008–18 ..................................................... 49
6.1.1 Dried Fish & Seafood Market by Value, 2008–18 ..................................................... 49
6.1.2 Average Consumer Price/Kg – Dried Fish & Seafood, 2008–18 ......................... 50
6.2 Dried Fish & Seafood Volume Analysis, 2008–18 ..................................................... 51
6.2.1 Dried Fish & Seafood Market by Volume, 2008–18 ..................................................... 51
6.3 Market Growth Dynamics – Dried Fish & Seafood, 2008–18 ..................................................... 52
6.3.1 Dried Fish & Seafood Market Growth Dynamics by Value, 2008–18 ................. 52
6.3.2 Dried Fish & Seafood Market Growth Dynamics by Volume, 2008–18 .................. 53
6.4 Dried Fish & Seafood Brand Analysis, 2010–13 ........................................ 54
6.5 Dried Fish & Seafood Distribution Channel Analysis, 2010–13 ................. 55

7. **Malaysia Fresh Fish & Seafood (Counter) Market Analysis, 2008–18** ... 58

7.1 Fresh Fish & Seafood (Counter) Value Analysis, 2008–18 ......................... 58
7.1.1 Fresh Fish & Seafood (Counter) Market by Value, 2008–18 .................. 58
7.1.2 Average Consumer Price/Kg – Fresh Fish & Seafood (Counter), 2008–18 .... 59
7.2 Fresh Fish & Seafood (Counter) Volume Analysis, 2008–18 .................... 60
7.2.1 Fresh Fish & Seafood (Counter) Market by Volume, 2008–18 .............. 60
7.3 Market Growth Dynamics – Fresh Fish & Seafood (Counter), 2008–18 ....... 61
7.3.1 Fresh Fish & Seafood (Counter) Market Growth Dynamics by Value, 2008–18 .... 61
7.3.2 Fresh Fish & Seafood (Counter) Market Growth Dynamics by Volume, 2008–18 ...... 62
7.4 Fresh Fish & Seafood (Counter) Brand Analysis, 2010–13 ....................... 63
7.5 Fresh Fish & Seafood (Counter) Distribution Channel Analysis, 2010–13 ...... 64

8. **Malaysia Frozen Fish & Seafood Market Analysis, 2008–18** ............... 66

8.1 Frozen Fish & Seafood Value Analysis, 2008–18 .................................... 66
8.1.1 Frozen Fish & Seafood Market by Value, 2008–18 ......................... 66
8.1.2 Average Consumer Price/Kg – Frozen Fish & Seafood, 2008–18 .......... 67
8.1.3 Frozen Fish & Seafood Market Value by Segments, 2008–18 ............. 68
8.2 Frozen Fish & Seafood Volume Analysis, 2008–18 ............................... 70
8.2.1 Frozen Fish & Seafood Market by Volume, 2008–18 ...................... 70
8.2.2 Frozen Fish & Seafood Market Volume by Segments, 2008–18 .......... 71
8.3 Market Growth Dynamics – Frozen Fish & Seafood, 2008–18 .................. 72
8.3.1 Frozen Fish & Seafood Market Growth Dynamics by Value, 2008–18 ........ 72
8.3.2 Frozen Fish & Seafood Market Growth Dynamics by Volume, 2008–18 ...... 73
8.4 Frozen Processed Fish Analysis, 2008–18 ........................................... 74
8.4.1 Frozen Processed Fish Market by Value, 2008–18 .......................... 74
8.4.2 Frozen Processed Fish Market by Volume, 2008–18 ....................... 75
8.5 Frozen Whole Cuts of Fish & Seafood Analysis, 2008–18 .................... 76
8.5.1 Frozen Whole Cuts of Fish & Seafood Market by Value, 2008–18 ....... 76
8.5.2 Frozen Whole Cuts of Fish & Seafood Market by Volume, 2008–18 ....... 77
8.6 Frozen Fish & Seafood Brand Analysis, 2010–13 ................................. 78
8.7 Frozen Fish & Seafood Distribution Channel Analysis, 2010–13 .............. 79

9. **Appendix** ............................................................................................. 81

9.1 About Canadean .................................................................................. 81
9.2 Disclaimer ............................................................................................. 81
List of Figures

Figure 1: Malaysia Fish & Seafood Market Value (LCU m) and Growth (Y-o-Y), 2008–18.......................... 13
Figure 2: Malaysia Fish & Seafood Market Value (LCU m) by Category, 2008–18................................. 16
Figure 3: Malaysia Fish & Seafood Market Dynamics, by Category, by Market Value, 2008–18.................. 17
Figure 4: Malaysia Fish & Seafood Market Volume (Kg m) and Growth (Y-o-Y), 2008–18.................... 18
Figure 5: Malaysia Per-Capita Fish & Seafood Consumption (Kg/head & Y-o-Y growth), 2008–18............. 19
Figure 6: Malaysia Fish & Seafood Market Volume (Kg m) by Category, 2008–18............................... 21
Figure 7: Malaysia Fish & Seafood Market Dynamics, by Category, by Market Volume 2008–18............. 22
Figure 8: Malaysia Ambient Fish & Seafood Market Value (LCU m) and Growth (Y-o-Y), 2008–18......... 23
Figure 9: Malaysia Ambient Fish & Seafood Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18 24
Figure 10: Malaysia Ambient Fish & Seafood Market Value (Kg m) and Growth (Y-o-Y), 2008–18 .......... 25
Figure 11: Malaysia Ambient Fish & Seafood Market Growth Dynamics by Value, 2008–18................ 26
Figure 12: Malaysia Ambient Fish & Seafood Market Growth Dynamics by Volume, 2008–18............. 27
Figure 13: Malaysia Ambient Fish & Seafood Market Value by Brands (LCU m), 2010–13..................... 28
Figure 14: Malaysia Ambient Fish & Seafood Market Value by Distribution Channel (LCU m), 2010–13... 31
Figure 15: Malaysia Chilled Raw Packaged Fish & Seafood - Processed Market Value (LCU m) and Growth (Y-o-Y), 2008–1832
Figure 16: Malaysia Chilled Raw Packaged Fish & Seafood - Processed Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18 33
Figure 17: Malaysia Chilled Raw Packaged Fish & Seafood - Processed Market Value (Kg m) and Growth (Y-o-Y), 2008–1834
Figure 18: Malaysia Chilled Raw Packaged Fish & Seafood - Processed Market Growth Dynamics by Value, 2008–18........ 35
Figure 19: Malaysia Chilled Raw Packaged Fish & Seafood - Processed Market Growth Dynamics by Volume, 2008–18......... 36
Figure 20: Malaysia Chilled Raw Packaged Fish & Seafood - Processed Market Value by Brands (LCU m), 2010–13........ 37
Figure 21: Malaysia Chilled Raw Packaged Fish & Seafood - Processed Market Value by Distribution Channel (LCU m), 2010–13........ 40
Figure 22: Malaysia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Value (LCU m) and Growth (Y-o-Y), 2008–18........ 41
Figure 23: Malaysia Chilled Raw Packaged Fish & Seafood - Whole Cuts Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18........ 42
Figure 24: Malaysia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Value (Kg m) and Growth (Y-o-Y), 2008–18........ 43
Figure 25: Malaysia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Growth Dynamics by Value, 2008–18........ 44
Figure 26: Malaysia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Growth Dynamics by Volume, 2008–18......... 45
Figure 27: Malaysia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Value by Distribution Channel (LCU m), 2010–13........ 48
Figure 28: Malaysia Dried Fish & Seafood Market Value (LCU m) and Growth (Y-o-Y), 2008–18............. 49
Figure 29: Malaysia Dried Fish & Seafood Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18........ 50
Figure 30: Malaysia Dried Fish & Seafood Market Volume (Kg m) and Growth (Y-o-Y), 2008–18........... 51
Figure 31: Malaysia Dried Fish & Seafood Market Growth Dynamics by Value, 2008–18.................. 52
Figure 32: Malaysia Dried Fish & Seafood Market Growth Dynamics by Volume, 2008–18............ 53
Figure 33: Malaysia Dried Fish & Seafood Market Value by Brands (LCU m), 2010–13...................... 54
Figure 34: Malaysia Dried Fish & Seafood Market Value by Distribution Channel (LCU m), 2010–13........ 57
Figure 35: Malaysia Fresh Fish & Seafood (Counter) Market Value (LCU m) and Growth (Y-o-Y), 2008–18........ 58
Figure 36: Malaysia Fresh Fish & Seafood (Counter) Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18........ 59
Figure 37: Malaysia Fresh Fish & Seafood (Counter) Market Value (Kg m) and Growth (Y-o-Y), 2008–18........ 60
Figure 38: Malaysia Fresh Fish & Seafood (Counter) Market Growth Dynamics by Value, 2008–18........ 61
Figure 39: Malaysia Fresh Fish & Seafood (Counter) Market Growth Dynamics by Volume, 2008–18......... 62
Figure 40: Malaysia Fresh Fish & Seafood (Counter) Market Value by Brands (LCU m), 2010–13........ 63
Figure 41: Malaysia Fresh Fish & Seafood (Counter) Market Value by Distribution Channel (LCU m), 2010–13........ 65
Figure 42: Malaysia Frozen Fish & Seafood Market Value (LCU m) and Growth (Y-o-Y), 2008–18........... 66
Figure 43: Malaysia Frozen Fish & Seafood Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18........ 67
Figure 44: Malaysia Frozen Fish & Seafood Market Value (LCU m) by Segments, 2008–18............... 69
Figure 45: Malaysia Frozen Fish & Seafood Market Volume (Kg m) and Growth (Y-o-Y), 2008–18........ 70
Figure 46: Malaysia Frozen Fish & Seafood Market Volume (Kg m) by Segments, 2008–18........... 71
Figure 47: Malaysia Frozen Fish & Seafood Market Growth Dynamics by Value, 2008–18............. 72
Figure 48: Malaysia Frozen Fish & Seafood Market Growth Dynamics by Volume, 2008–18............. 73
Figure 49: Malaysia Frozen Processed Fish Market by Value (LCU m), 2008–18.................. 74
Figure 50: Malaysia Frozen Processed Fish Market by Volume (Kg m), 2008–18.................. 75
Figure 51: Malaysia Frozen Whole Cuts of Fish & Seafood Market by Value (LCU m), 2008–18........... 76
Figure 52: Malaysia Frozen Whole Cuts of Fish & Seafood Market by Volume (Kg m), 2008–18 ........................................... 77
Figure 53: Malaysia Frozen Fish & Seafood Market Value by Brands (LCU m), 2010–13 ............................................. 78
Figure 54: Malaysia Frozen Fish & Seafood Market Value by Distribution Channel (LCU m), 2010–13 ....................... 80
List of Tables

Table 1: Category Definitions - Fish & Seafood Market ................................................................. 9
Table 2: Distribution Channel Definitions - Fish & Seafood Market .............................................. 10
Table 3: Volume Units for Fish & Seafood Market ...................................................................... 11
Table 4: Malaysia Exchange Rate LCU – USD (Annual Average), 2008 – 2013 ................................. 12
Table 5: Malaysia Exchange Rate LCU – USD (Annual Average), 2014 – 2018 Forecast ....................... 12
Table 6: Malaysia Fish & Seafood Market Value (LCU m) and Growth (Y-o-Y), 2008–18 ..................... 13
Table 7: Malaysia Fish & Seafood Market Value (USD m) and Growth (Y-o-Y), 2008–18 ................. 13
Table 8: Malaysia Fish & Seafood Market Value (LCU m) by Category, 2008–13 ................................ 14
Table 9: Malaysia Fish & Seafood Market Value (LCU m) by Category, 2013–18 .............................. 14
Table 10: Malaysia Fish & Seafood Market Value (USD m) by Category, 2008–13 .................................. 15
Table 11: Malaysia Fish & Seafood Market Value (USD m) by Category, 2013–18 .............................. 15
Table 13: Malaysia Fish & Seafood Market Volume (Kg m) and Growth (Y-o-Y), 2008–18 .................... 18
Table 14: Malaysia Per-capita Fish & Seafood Consumption (Kg/head & Y-o-Y growth), 2008–18 .......... 19
Table 15: Malaysia Fish & Seafood Market Volume (Kg m) by Category, 2008–13 .............................. 20
Table 16: Malaysia Fish & Seafood Market Volume (Kg m) by Category, 2013–18 .............................. 20
Table 17: Malaysia Fish & Seafood Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Category, by volume (Kg m) ......................................................... 22
Table 18: Malaysia Ambient Fish & Seafood Market Value (LCU m) and Growth (Y-o-Y), 2008–18 ......... 23
Table 19: Malaysia Ambient Fish & Seafood Market Value (USD m) and Growth (Y-o-Y), 2008–18 .......... 23
Table 20: Malaysia Ambient Fish & Seafood Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18 ........................................................................................................................................ 24
Table 21: Malaysia Ambient Fish & Seafood Market Volume (Kg m) and Growth (Y-o-Y), 2008–18 .......... 25
Table 23: Malaysia Ambient Fish & Seafood Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Volume (Kg m), by Segments ............................................................................... 27
Table 24: Malaysia Ambient Fish & Seafood Market Value by Brands (LCU m), 2010–13 ................................ 28
Table 25: Malaysia Ambient Fish & Seafood Market Value by Brands (USD m), 2010–13 ....................... 28
Table 26: Malaysia Ambient Fish & Seafood Market Value by Distribution Channel (LCU m), 2010–13 ................................................................. 29
Table 27: Malaysia Ambient Fish & Seafood Market Value by Distribution Channel (USD m), 2010–13 .......... 30
Table 28: Malaysia Chilled Raw Packaged Fish & Seafood - Processed Market Value (LCU m) and Growth (Y-o-Y), 2008–18 ................................................................. 32
Table 29: Malaysia Chilled Raw Packaged Fish & Seafood - Processed Market Value (USD m) and Growth (Y-o-Y), 2008–18 ................................................................. 32
Table 30: Malaysia Chilled Raw Packaged Fish & Seafood - Processed Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18 ................................................................. 33
Table 31: Malaysia Chilled Raw Packaged Fish & Seafood - Processed Market Volume (Kg m) and Growth (Y-o-Y), 2008–18 ................................................................. 34
Table 33: Malaysia Chilled Raw Packaged Fish & Seafood - Processed Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Volume (Kg m), by Segments ................................................................. 36
Table 34: Malaysia Chilled Raw Packaged Fish & Seafood - Processed Market Value by Brands (LCU m), 2010–13 ................................................................. 37
Table 35: Malaysia Chilled Raw Packaged Fish & Seafood - Processed Market Value by Brands (USD m), 2010–13 ................................................................. 37
Table 36: Malaysia Chilled Raw Packaged Fish & Seafood - Processed Market Value by Distribution Channel (LCU m), 2010–13 ................................................................. 38
Table 37: Malaysia Chilled Raw Packaged Fish & Seafood - Processed Market Value by Distribution Channel (USD m), 2010–13 ................................................................. 39
Table 38: Malaysia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Value (LCU m) and Growth (Y-o-Y), 2008–18 ................................................................. 41
Table 39: Malaysia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Value (USD m) and Growth (Y-o-Y), 2008–18 ................................................................. 41
Table 40: Malaysia Chilled Raw Packaged Fish & Seafood - Whole Cuts Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18 ................................................................. 42
Table 41: Malaysia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Volume (Kg m) and Growth (Y-o-Y), 2008–18 ................................................................. 43
Table 43: Malaysia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Volume (Kg m), by Segments ................................................................. 45
Table 44: Malaysia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Value by Brands (LCU m), 2010–13
Table 45: Malaysia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Value by Brands (USD m), 2010–13
Table 46: Malaysia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Value by Distribution Channel (LCU m), 2010–13
Table 47: Malaysia Chilled Raw Packaged Fish & Seafood - Whole Cuts Market Value by Distribution Channel (USD m), 2010–13
Table 48: Malaysia Dried Fish & Seafood Market Value (LCU m) and Growth (Y-o-Y), 2008–18
Table 49: Malaysia Dried Fish & Seafood Market Value (USD m) and Growth (Y-o-Y), 2008–18
Table 50: Malaysia Dried Fish & Seafood Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18
Table 51: Malaysia Dried Fish & Seafood Market Volume (Kg m) and Growth (Y-o-Y), 2008–18
Table 53: Malaysia Dried Fish & Seafood Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Volume (Kg m), by Segments
Table 54: Malaysia Dried Fish & Seafood Market Value by Brands (LCU m), 2010–13
Table 55: Malaysia Dried Fish & Seafood Market Value by Brands (USD m), 2010–13
Table 56: Malaysia Dried Fish & Seafood Market Value by Distribution Channel (LCU m), 2010–13
Table 57: Malaysia Dried Fish & Seafood Market Value by Distribution Channel (USD m), 2010–13
Table 58: Malaysia Fresh Fish & Seafood (Counter) Market Value (LCU m) and Growth (Y-o-Y), 2008–18
Table 59: Malaysia Fresh Fish & Seafood (Counter) Market Value (USD m) and Growth (Y-o-Y), 2008–18
Table 60: Malaysia Fresh Fish & Seafood (Counter) Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18
Table 61: Malaysia Fresh Fish & Seafood (Counter) Market Volume (Kg m) and Growth (Y-o-Y), 2008–18
Table 63: Malaysia Fresh Fish & Seafood (Counter) Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Volume (Kg m), by Segments
Table 64: Malaysia Fresh Fish & Seafood (Counter) Market Value by Brands (LCU m), 2010–13
Table 65: Malaysia Fresh Fish & Seafood (Counter) Market Value by Brands (USD m), 2010–13
Table 66: Malaysia Fresh Fish & Seafood (Counter) Market Value by Distribution Channel (LCU m), 2010–13
Table 67: Malaysia Fresh Fish & Seafood (Counter) Market Value by Distribution Channel (USD m), 2010–13
Table 68: Malaysia Frozen Fish & Seafood Market Value (LCU m) and Growth (Y-o-Y), 2008–18
Table 69: Malaysia Frozen Fish & Seafood Market Value (USD m) and Growth (Y-o-Y), 2008–18
Table 70: Malaysia Frozen Fish & Seafood Average Consumer Price (LCU) and Growth (Y-o-Y), 2008–18
Table 71: Malaysia Frozen Fish & Seafood Market Value (LCU m) by Segments, 2008–13
Table 72: Malaysia Frozen Fish & Seafood Market Value (LCU m) by Segments, 2013–18
Table 73: Malaysia Frozen Fish & Seafood Market Value (USD m) by Segments, 2008–13
Table 74: Malaysia Frozen Fish & Seafood Market Value (USD m) by Segments, 2013–18
Table 75: Malaysia Frozen Fish & Seafood Market Volume (Kg m) and Growth (Y-o-Y), 2008–18
Table 76: Malaysia Frozen Fish & Seafood Market Volume (Kg m) by Segments, 2008–13
Table 77: Malaysia Frozen Fish & Seafood Market Volume (Kg m) by Segments, 2013–18
Table 79: Malaysia Frozen Fish & Seafood Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Volume (Kg m), by Segments
Table 80: Malaysia Frozen Processed Fish Market by Value (LCU m), 2008–18
Table 81: Malaysia Frozen Processed Fish Market by Value (USD m), 2008–18
Table 82: Malaysia Frozen Processed Fish Market by Volume (Kg m), 2008–18
Table 83: Malaysia Frozen Whole Cuts of Fish & Seafood Market by Value (LCU m), 2008–18
Table 84: Malaysia Frozen Whole Cuts of Fish & Seafood Market by Value (USD m), 2008–18
Table 85: Malaysia Frozen Whole Cuts of Fish & Seafood Market by Volume (Kg m), 2008–18
Table 86: Malaysia Frozen Fish & Seafood Market Value by Brands (LCU m), 2010–13
Table 87: Malaysia Frozen Fish & Seafood Market Value by Brands (USD m), 2010–13
Table 88: Malaysia Frozen Fish & Seafood Market Value by Distribution Channel (LCU m), 2010–13
Table 89: Malaysia Frozen Fish & Seafood Market Value by Distribution Channel (USD m), 2010–13