

COUNTRY SNAPSHOT: MALAYSIA



With a population of 34 million, Malaysia has among the highest consumption of chicken meat in the world at 50 kg per capita. Malaysia was the 5th largest market for U.S. soybean container exports in 2020, with shipments at a record 488,109 MT. With the steady population growth rate of 0.2% annually and strong economic fundamentals, Malaysia will be an important market for U.S. Soy in the Southeast Asia region.

U.S. Soy has collaborated with Malaysia since 1990.

COUNTRY STATS

POPULATION
(2021) **34 million**
(Urbanization – 77%)

POPULATION
(2050) **40.5 million**
(Urbanization 88%)

GDP (2021): \$ 364 Billion

AVG. ECONOMIC GROWTH

(2017-2021): **2.83 %**

PER CAPITA INCOME

(2021): **USD 10,616**

MARKET STATS

Soy usage market size by Volume, 2021 (Est. growth by 2050)

| | | | |
|-------------------------------|------------------|---------------------------------|------------------|
| Animal Protein (total) | 1.85 MMT (30%) | Aquaculture | 0.019 MMT (200%) |
| Pork | 0.252 MMT (15%) | Oil | 0.105 MMT (30%) |
| Poultry | 1.57 MMT (30%) | Soy food | 0.175 MMT (40%) |
| Cattle & Sheep | 0.009 MMT (150%) | Pet food other soy usage | 0.005 MMT (100%) |

Soy market size by volume and U.S. Soy volume (MY2020/21)

- Soy complex (whole soybean, meal, oil) 2.34 MMT.
U.S. Soy 0.52 MMT
- Whole bean 0.86 MMT. U.S. Soy 0.71 MMT
- Soybean Meal 1.45 MMT. U.S. Soy 0.017 MMT.
- Soybean Oil 0.105 MMT. U.S. Soy 0.08 MMT.
- Soy food 0.175 MMT. U.S. Soy 0.07 MMT.



STRENGTHS

- Nutrition Value Calculator (NVC) and Oil Value Calculator (OVC) are the great tools for promoting U.S. Soy.
- Innovative programs from the Soy Excellence Center and Soy Innovation Center (USSEC SEA) are likely to have a great impact in the soy market.
- Sustainable U.S. Soy Assurance Protocol (SSAP) and the Sustainable U.S. Soy label (SUSS) are great marketing tools for customers.
- The sustainability of U.S. Soy positions it far ahead of its competitors.

OPPORTUNITIES

- Steady growth of 5% in the livestock industry annually.
- Aquaculture, ruminant, and plant-based food industries are fast-growing in Malaysia.
- Improvements in animal nutrition, feed milling, farming, and breeding technologies.
- Export market is wide open.
- Increasing awareness of carbon footprint for food and feed ingredients among the young generations.
- Regional Comprehensive Economic Partnership (RCEP) kicked off in January 2022, the economic integration will benefit the whole region.
- Constant population growth rate of 0.2% annually and strong economic fundamentals.
- The Ministry of Agriculture is frequently supporting the food and agriculture sector, technically and financially; livestock and aquaculture are among the targeted areas.

CHALLENGES

- Competition from Southeast Asia countries with much cheaper labor and production costs.
- Crude protein-based soybean meal practice is still used in most parts of the world. A new standard indicator is needed to establish to be more accurate in evaluating the value of soybean meal.
- Black Swan events such as COVID 19, African Swine Flu etc.
- Local industry looking for Government to enforce sustainability regulations to move forward.
- Low public awareness on sustainability.
- Concerns about added product costs to adopt sustainability.
- The requirements of HALAL certification for soybean and soybean meal from the country of origin are increasingly challenging from time to time.
- Phytosanitary issues, poultry and livestock diseases are the potential challenges for the country of origin.

Sources:

- Gov. of Malaysia Dep. of Statistics
- Trading Economics
- Statista: Malaysia meat consumption per capita by type
- FAO Fisheries 131