



COUNTRY SNAPSHOT: MALAYSIA

With a population of 34 million, Malaysia ranked 25th among U.S. agricultural export markets in 2021. U.S. soybean container exports contributed 21% with shipments at a record 515,533 MT. Malaysia has among the highest consumption of chicken meat in the world at 50 kg per capita. With a steady population growth rate of 0.2% annually, a stable political environment, 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
(2022): **34 million**
(Urbanization – 77%)

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

GDP (2022): \$ 364 Billion
AVG. ECONOMIC GROWTH
(2017-2022): **2.83%**

PER CAPITA INCOME
(2022): **USD 10,827**

MARKET STATS

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

Animal Protein (total)	1.81 MMT (30%)	Aquaculture	0.1 MMT (200%)
Pork	0.24 MMT (15%)	Oil	0.105 MMT (30%)
Poultry	1.53 MMT (30%)	Soy food	0.225 MMT (40%)
Cattle & Sheep	0.02 MMT (150%)	Pet food other soy usage	0.07 MMT (100%)

Soy market size by volume and U.S. Soy volume (MY2021/22)

- Soy complex (whole soybean, meal, oil) 2.30 MMT.
- U.S. Soy 0.39 MMT.
- Whole bean 0.77 MMT. U.S. Soy 0.37 MMT.
- Soybean Meal 1.45 MMT. U.S. Soy 0.019 MMT.
- Soybean Oil 0.105 MMT. U.S. Soy 0.0 MMT.
- Soy food 0.175 MMT. U.S. Soy 0.07 MMT.

STRENGTHS

- Good relationship and marketing network with our customers in the country.
- Nutrition Value Calculator (NVC) and Oil Value Calculator (OVC) are 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

- Constant population growth rate of 0.2% annually and strong economic fundamentals.
- 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 the 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.
- Price subsidies for chicken, egg and ruminant farmers to ensure adequate food supply by the government.

CHALLENGES

- Poultry and swine diseases such as Avian Influenza and African Swine Fever are the major threats to the industry.
- Crude protein-based soybean meal practice is still used in most parts of the world. A new standard indicator is needed.
- High feed ingredients price and weakened local currency.
- Price competition from South America.
- Environment pollution and urbanization issues for animal farmland.
- The requirements of HALAL certification and phytosanitary certificate for soybean and soybean meal import are increasingly challenging from time to time for both importers and exporters.
- Labor shortage.

Sources:

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