

Mondelēz International Leads the Future of Snacking with consumer-centric innovation

*Snacks powerhouse shares consumer insights and encourages Malaysians to enjoy
the right snack, for the right moment, made the right way*

Kuala Lumpur, Malaysia – March 3, 2021 – As the growing impact of the COVID-19 pandemic caused many to be out of their comfort zone, recent consumer studies highlighted that Malaysians turned to snacking as an important source of comfort and nourishment last year. In understanding the role and importance of snacking amongst consumers, [2020 Global State of Snacking](#) report by Mondelēz International, as well as other recent study uncovered the changing behaviour and feel good effect of snacking, as people spend more time at home.

The snacking industry saw a steady growth, especially since an increasing number of consumers stocked up on food, as they navigate a rather unfamiliar daily routine, including working from home and online learning for the children. More than half of adults around the world (52%) revealed that snacking has been a 'lifeline' during the pandemic, with nearly two-thirds of the survey respondents saying that snacking has given them 'much needed moments' to themselves (65%); and 54% of global adults relied on snacks for nourishment.

James Kane, Mondelēz International Managing Director for Malaysia and Singapore said, "Amidst the new norm and current challenges, we are seeing a positive behavioural change as more people are mindful of the food they consume, opting for snacks that are healthier and treats that give them that extra boost of energy. To cater to the needs of today's consumers, it is important for Mondelēz International to innovate and revitalize our products. Our annual State of Snacking Report is crucial in understanding the evolving preferences of consumers, as they are the heart of our business.

Many of our products have been around for decades and they are global and local favourites. And to continue to be able to offer good quality and great tasting snacks, we listen to our consumers, while also focusing on product development and innovation. It includes offering healthier options and making sure that nutrition information, energy/kcal value and serving portion recommendation are communicated on the packaging. All these serve as the driver in empowering consumers to snack mindfully – encouraging a more conscious behaviours and helping people make informed choices when it comes to snacking."

With the growing interest in healthy, organic and sustainably-sourced products and ingredients, Mondelēz International continuously evaluates its wide portfolio of brands, developing the right recipes, while also creating variants that are suited to local tastes – feeding into its larger vision of offering the right snacks, for the right moment, made the right way.

Among its innovation and product improvements are *Chipsmore Oats* cookies with wholegrains, 10% less fat and 5% less sugar; *OREO Thins* cookies, a delightful lighter version with fewer calories; *Jacob's Low Sodium Hi-fibre* biscuits which contains 80% lower sodium; *Cadbury Shots 18g* small yet fun size; as well as the mineral-fortified and Vitamin B1 and B2 enriched *Tiger* biscuits. Malaysians also get to enjoy the *OREO Red Velvet* festive limited edition, *Cadbury Dairy Milk Chocolate with Durian* and the new *Cadbury Zip* chocolatey wafer.

The full version of the 2020 Global State of Snacking report can be viewed [here](#).

About Mondelez International

Mondelez International is part of the Mondelez International group of companies which empowers people to snack right in over 150 countries around the world, with a strong presence in Southeast Asia. With 2020 net revenues of approximately USD 27 billion, Mondelez International is a member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index.

Mondelez International is leading the future of snacking with iconic global and local brands such as *Cadbury Dairy Milk* chocolate, *Cadbury Zip* chocolate wafer, *Cadbury 5 Star* chocolate, *Toblerone* chocolate, *OREO* cookies, *Chipsmore* cookies, *Jacob's* biscuits, *Tiger* biscuits, *Philadelphia* cheese, *Kraft* cheese, *Chachos* chips, *Chipster* chips, *Twisties* snacks and many more. Our brand portfolio is strengthened by research, development, quality and innovation, along with our manufacturing plants in Shah Alam and Prai. The guaranteed quality, safety, taste and Halal certification of our wholesome snacks also ensure that consumers could enjoy the right snack, for the right moment, made the right way.

Visit mondelezinternational.com and follow us on social media : facebook.com/mondelezinternational, instagram.com/mondelēz_international, linkedin.com/company/mondelezinternational and twitter.com/MDLZ.