Kuala Lumpur

Scorecard 2026

Opportunities for Retailers in a Changing Egg Market

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Malaysia's egg market is evolving. Rising costs, tightening supply, and the removal of egg subsidies are reshaping an industry that produced about 16.7 billion eggs in 2026.[1] Retailers are under increasing pressure to meet changing consumer expectations while differentiating their offerings.[2,3,4,5] In this context, cage-free eggs represent not just a higher-welfare product, but a potential opportunity for retailers to respond to shifting market dynamics and consumer demand. However, survey data indicates that maximising this opportunity will entail narrowing the large price premium cage-free eggs currently command in the Kuala Lumpur retail market.

To see how retailers are responding, ARE assessed how cage-free eggs are stocked, priced, placed, and promoted across 11 retailers in Kuala Lumpur.

At a Glance

19	**11**	**3**	**1**
store visits in Kuala Lumpur	retail brands assessed across selected higher-income districts in Kuala Lumpur	Retailers stocking cage-free eggs: Jaya Grocer, AEON MY, and Cold Storage. Two have Certified Humane® Asia (Certified Humane®) products.	retailer demonstrating in-store cage-free promotion

[1] https://themalaysianreserve.com/2026/10/16/teo-seng-sees-egg-prices-rebound/

[2] https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Malaysia%20to%20End%20Egg%20Subsidy%20Program_Kuala%20Lumpur_Malaysia_MY2025-0007.pdf

[3] https://www.asian-agribiz.com/2026/10/13/malaysias-egg-prices-poised-to-recover-as-supply-tightens/

[4] https://www.humaneworld.org/sites/default/files/docs/%5BNIQ%5D-HW-Cage-free-Egg-Study-in-Malaysia-160726-Journal-FINAL.pdf

[5] https://static1.squarespace.com/static/6979db8336349f44d8e5ccb4/t/69df6a75f9ea37710ebc7446/1776249461796/Malaysia-Cage-Free-Eggs-Consumer-Attitude-Survey.pdf

Key Messages

- **Consumer demand exists, but retail availability remains limited.**
- **Retailers can grow the category through assortment, visibility, and promotion.**
- **A leading example demonstrates what other retailers can do.**
- **Price premium is currently too high to capture potential consumer demand.**

Table 1 presents detailed results for retailers where cage-free eggs were observed.

Criteria	Availability			Pricing		Promotion / Placement		Labelling
Retailer	Cage-Free Eggs Available	Multiple Products Available	Own-Brand Cage-Free Product	Price Parity with Conventional Eggs	Price Premium < 20%	Shelf Placement with Conventional Eggs	In-Store Promotion	Independent Third-Party Certification
Jaya Grocer	✓	✓	✓	✗	✗	✓	✓	✓
Cold Storage	✓	✗	✗	✗	✗	✓	✗	✗
AEON MY	◐	✗	✗	✗	✗	◐	✗	✓

Table 1: Retailer Scorecard Results

Legend: ✓ = Criterion met; ✗ = Criterion not met; ◐ = Partially met in selected stores only.

The remaining eight retailers assessed did not stock cage-free eggs during the survey period in August 2026.

- **Hypermarkets:** Giant
- **Supermarkets:** Isetan, Sam's Groceria, Village Grocer
- **Convenience Stores:** 99 Speedmart, 7-Eleven, FamilyMart, KK Mart

Call to Action

- **99 Speedmart** and **FamilyMart**: Pilot and promote cage-free eggs.
- **AEON MY:** Publish a cage-free transition roadmap in line with **its 2030 goal.**
- **Jaya Grocer:** Scale own-brand certified cage-free eggs across all outlets.
- **All retailers:** Set public, time-bound cage-free sourcing targets that suppliers can plan around and investors can track.

As an investor-backed corporate engagement organisation, ARE works with food companies, banks, and their investors on responsible and sustainable proteins. ARE's Expected Investor Disclosures for food companies include commitments to higher-welfare sourcing, with a priority for cage-free.[1] This scorecard gives stakeholders an independent view so that evidence can be the springboard for engagement.

[1] ARE, Asia Protein Buyers 100 (2026): Expected Investor Disclosures. https://asiareengage.com/the-asia-protein-buyers-100-apb-100-2026/

Key Findings

The findings below are drawn from our visits to 19 stores across 11 retail chains in Kuala Lumpur. The findings represent observations from those stores on the days visited, not a census of each retailer's network. Availability may differ between outlets and over time.

Limited Availability Across Retailers

Cage-free eggs were available in only three retailers in Kuala Lumpur. Availability was concentrated within selected supermarket chains, while **convenience stores and minimarkets did not stock them at all**.

No Retailer Offers Price Parity to Capture Demand

No retailer in Kuala Lumpur offered cage-free eggs at or near parity with conventional eggs. The premiums observed were well above the 20% threshold that surveys suggest are sufficient to trigger consumer buying choices. At **AEON, we recorded a premium of 88%** for a pack of 10 medium-sized eggs, while at **Jaya Grocer the premium was 55%**. This is a significant barrier to adoption. In our equivalent survey of supermarkets in Beijing,[6] published in November 2025, three retailers offered cage-free eggs at a premium of 20% or less.

Shelf Placement and Promotion Matter

Shelf placement and consumer communication varied significantly. **Jaya Grocer provided the strongest example** through dedicated displays, in-store education, and clear product differentiation. Most other retailers offered limited visibility, potentially constraining consumer awareness and purchase opportunities.

Range and Own-Brand Eggs

Jaya Grocer was the only retailer to offer more than one cage-free option. It was also the only one with an own-brand cage-free line.

Independent Certification: Limited but Visible

Independently certified cage-free egg products were observed at both Jaya Grocer and AEON MY. The presence of certification demonstrates that retailers can already access products verified against recognised animal welfare standards.

[6] https://asiareengage.com/beijing-supermarkets-scorecard/



Figure 1: Jaya Grocer's own-brand cage-free eggs with Certified Humane®

Source: ARE



Figure 2: Genki cage-free eggs with Certified Humane® at AEON Mid Valley

Source: ARE

Turning Interest into Demand

Consumers are Receptive; Education can Unlock Demand

A 2026 NielsenIQ survey found that 83% of Malaysian respondents have a positive perception of cage-free eggs, while 57% of respondents would be more likely to patronise a food brand sourcing only cage-free eggs, and **62% are willing to pay 10-25% more** for cage-free eggs.[4]

The study found that consumers associated cage-free eggs more strongly with humane treatment and ethical farming and **assigned 38% of total responsibility for improving farm animal welfare to food retailers**. A clear majority of 90% expressed intent to purchase cage-free eggs but only after respondents were told what cage-free production involves. This suggests that **awareness remains a significant constraint**.[3] In the stores surveyed, only Jaya Grocer explained cage-free production at the shelf.

The findings indicate that if retailers can combine awareness-raising through in-store communication with an attractive price premium, there is a **considerable untapped market** opportunity.

Public Commitments can Accelerate Market Growth

Public cage-free egg commitments remain limited. While some retailers stock independently certified products, none publicly disclosed a **cage-free sourcing roadmap, target, or implementation timeline**. ARE's Expected Investor Disclosures for food companies include commitments to higher-welfare sourcing, with a priority for cage-free.[7] For listed retailers, a public cage-free commitment is the clearest way to meet that expectation. Certified Humane® eggs were available at selected retailers, though retailer coverage and product choice remained limited.

[7] ARE, Asia Protein Buyers 100 (2026): Expected Investor Disclosures. https://asiareengage.com/the-asia-protein-buyers-100-apb-100-2026/

Table 2 groups the retailers assessed by their level of cage-free egg presence, with the most prominent example at each level and the next step we recommend.

Level	Cage-Free Eggs Presence	Retailer	Our Recommendation
Leading	Own-brand Certified Humane® eggs, placement, promotion, and consumer education	Jaya Grocer	Expand own-brand certified range across all outlets.
Developing	Certified Humane® eggs offered in selected stores, retailer aspiration to 100% cage-free eggs by 2030	AEON	Publicly disclose a roadmap toward the 2030 cage-free target and expand certified cage-free availability beyond selected stores.
Limited	Cage-free eggs available	Cold Storage	Expand certified cage-free brand options.
Not observed	No cage-free eggs observed	99 Speedmart Isetan Giant Village Grocer Sam's Groceria FamilyMart 7-Eleven KK	Begin stocking and promoting cage-free egg options.

Table 2: Where Retailers Stand on Cage-Free Eggs, and the Next Step for Each

The Next Phase of Market Growth

The assessment also highlights where the greatest opportunities for category growth lie. Cage-free production is beginning to establish itself in Malaysia, and market conditions are moving toward differentiation, though major convenience and minimarket channels have yet to enter the category. Supply is starting to scale. Malaysia's first commercial aviary cage-free egg farm shows that indoor cage-free systems can operate at scale while maintaining biosecurity, and recognised cage-free systems give hens greater freedom of movement than conventional cages.[8] Commitments signal demand and give producers confidence to expand supply.

[8] https://www.bigdutchman.asia/en/resources/news/malaysia-first-aviary-cage-free-egg-farm

None of the convenience stores and minimarkets assessed stocked cage-free eggs, despite eggs being a staple household purchase.[9] Retailers such as 99 Speedmart (over 3,000 outlets nationwide) and FamilyMart (with its urban footprint) could play an important role in expanding consumer access.

In contrast, the **Malaysia Cage-Free Egg Producers' Organisation** reported in July 2026 that leading hospitality companies including Ascott Malaysia, Mandarin Oriental Kuala Lumpur, and Grand Hyatt Kuala Lumpur have already implemented 100% cage-free policies, while "several multinational hospitality and food service brands have also surpassed 50% implementation".[10]

Where mainstream chains have moved, supply has followed. In Beijing, cage-free eggs are now widely available across major retail chains, and retailers such as RT-Mart, operated by Sun Art Retail, have expanded their cage-free offerings as part of broader responsible sourcing efforts.[11]

Market conditions in Malaysia are also moving in the category's favour. The removal of egg subsidies and price controls in 2025 is likely to encourage product differentiation, creating room for cage-free eggs alongside other premium lines. Early movers can build consumer familiarity and establish category leadership.

Assessment Framework: Methodology, Scope and Limitations

ARE conducted 19 store visits across urban and higher-income districts in Kuala Lumpur. The assessment covered 11 retail brands across supermarkets, hypermarkets, convenience stores and minimarkets.

Districts visited include Mid Valley City, Wangsa Maju, Bandar Baru Ampang, Bukit Antarabangsa, Brickfields, Bukit Bintang, Imbi, and Kuala Lumpur City Centre. Results reflect conditions observed during the assessment period in August 2026 and may vary between store locations and over time.

Retailers were assessed in five categories: availability, pricing, promotion, placement, and labelling. Where more than one outlet of the same retailer was visited, differences between locations were also captured.

Findings were supplemented by publicly available Malaysian consumer research on cage-free eggs. A February 2024 GMO Research survey included 208 valid responses while a June 2026 study commissioned by Humane World for Animals and conducted by NielsenIQ surveyed 700 Malaysian chicken-egg purchasers aged 21 to 55 in five regions.

This assessment represents a snapshot of retail conditions during the survey period. Product availability, pricing, promotions, and merchandising practices may change over time and may vary between individual store locations. The assessment does not evaluate egg suppliers or farm production systems directly. Rather, it focuses on how cage-free egg products are presented and marketed to consumers within the retail environment.

[9] https://iku.nih.gov.my/images/nhms2024/vol3.pdf

[10] https://cagefreeeggs.org.my/Malaysia-Poised-to-Become-Southeast-Asias-Leading-Cage-Free-Egg-Producer.html

[11] https://doc.irasia.com/view/index.php?id=2NJDdgLa&lang=en