

New Nutella Biscuits enter Malaysian supermarket shelves

13 March 2023 | News

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Nutella, the iconic hazelnut spread, has launched yet another variant to its growing biscuits portfolio – the Nutella Biscuits, in Malaysia. Nutella is manufactured by the Italian company Ferrero and was first introduced in 1964.

The new Nutella Biscuits consists of 55% crunchy golden baked biscuits and 45% creamy Nutella filling. The biscuits feature a unique Nutella heart design and comes in a resealable bag.

The sweet biscuit category in Southeast Asia has significantly grown in the last five years. According to reports, Asia-Pacific Sweet Biscuits Market is projected to register a CAGR of 2.37% during 2022-2027.

Supermarkets/hypermarkets have always had a strong lead in biscuit sales as they have the extra benefit of influencing the consumer's decision to make a purchase among the huge range of items available on the market.

Fans of the sweet biscuits treat can now find Nutella Biscuits in Malaysia, without the trouble to stock up from Europe anymore.