

B29 Food retail landscape in urban poor locations in Kuala Lumpur, Malaysia

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Identification of key market players in the Malaysian food retail environment are required to determine key challenges in food availability and affordability in urban poor locations in Kuala Lumpur as there is a lack of this kind of study in Malaysia. The aim of this study was to evaluate food retail landscape in Kuala Lumpur. Euromonitor International 2019 Food Retail Sectoral Report was used to identify the top ten food retailers. The population data of *Projek Perumahan Rakyat* listings, and macroeconomic factors were obtained from Department of Statistics Malaysia, Kuala Lumpur City Hall and Election Commission. Three areas with highest percentage of urban poor population are Batu (68.2%), Kepong (44.1%) and Bandar Tun Razak (27.0%). In 2020, Kuala Lumpur's population was 1.77 million people consisting of 52.0% men and 48.0% women in 11 parliamentary constituencies with total area of 243 km and labour force of 910,600 people. The results indicated that the top five food retail companies in Malaysia based on sales revenue was 99 Speedmart Sdn Bhd (USD 3.8 billion), Dairy Farm International Holdings Ltd (USD 970.3 million), AEON Group (USD 889.2 million), Tesco Plc (USD 826.6 million), and Jaya Grocer (USD 611.1 million). The marketing strategy of 99 Speedmart was to exist close to local housing areas whilst offering cheaper prices whereas the other four companies exist within malls or commercial areas. All top 5 retailers except 99 Speedmart have their own online shopping application as well as official shops through third party applications, such as Shopee and Lazada. The key players in the food retail environment were identified as supermarkets, hypermarkets, and convenience stores. This study serves as part of Phase One of Southeast Asia Obesogenic Food Environment (SEAOFE) study that will help to identify key players and stakeholders of food retail environment in Kuala Lumpur.