

Malaysians now consume **9.5kg** of beef per capita per year, the highest in South-East Asia. That works out to a **190g** steak a week per person.



The Malaysian beef self-sufficiency rate is currently at **11%** which means most beef is imported.



The Malaysian **beef** story



Source: Meat & Livestock Australia

The **Star**graphics

Increased beef consumption in Malaysia is attributed to a higher standard of living and a diverse restaurant scene. Malaysians now eat **six times** more beef than they did in 1960!

In the mass market, there is a growing demand for secondary cuts of premium beef like topside and knuckle, which are about **30%** cheaper than prized cuts.



India is the largest bovine supplier in Malaysia, accounting for **86%** of total beef imports, most of which is buffalo meat.



Australian chilled and frozen beef makes up **8%** of total beef imports and has experienced nearly **20%** growth year-on-year.

