

Malaysian Palm Oil Council



November 2023
Issue 07

PalmPulse



Kenya: The Gateway to Malaysian Sustainable Palm Oil in Eastern Africa

Currently, palm oil and its various derivatives constitute approximately 90% of Kenya's total edible oil consumption.

Over the past decade, the demand for Malaysian sustainable palm oil in Kenya has experienced phenomenal growth.

Kenya, with its population of 54 million, stands as one of the rapidly growing economies in the Eastern African region. Its strategic geographical location and growing middle class have established it as an economic, financial, and transport hub for East and Central Africa.

Kenya is one of the few countries globally where palm oil dominates as the primary edible oil used in both commercial and household applications. Currently, palm oil and its various derivatives constitute approximately 90% of Kenya's total edible oil consumption. Over the past decade, the demand for Malaysian sustainable palm oil in Kenya has experienced phenomenal growth. In 2013, the total imports of Malaysian palm oil to Kenya were approximately 88,000 tonnes. Fast forward a decade, and this number has multiplied by over seven-fold, reaching a significant 763,060 tonnes in 2022.

The upward trajectory of Malaysian sustainable palm oil imports to Kenya has persisted into 2023. This is evident in the import volumes for the first nine months of the year. From January to September 2023, Kenya imported a total of 615,944 tonnes of palm oil from Malaysia, marking a 7% increase compared to the previous year. Projections for the remainder of 2023 are equally optimistic, with palm oil imports expected to surpass 810,000 tonnes by the end of the year, signifying a 6% increase compared to 2022.

Malaysian Crude Palm Oil (CPO) and Crude Palm Olein (CPL) dominate the import market share in Kenya's palm oil industry. However, there has been a notable surge in cooking oil imports. This has risen from an annual import of 5,000 to 10,000 tonnes to an impressive 58,000 tonnes in the first nine months of 2023. This surge is primarily attributed to the quota for duty-free import of refined palm oil given by the government, aimed at managing the increasing prices of cooking oil within the country.

The consistent growth in palm oil imports reflects Kenya's expanding demand for edible oil, driven by robust population growth, an emerging middle class, and a dynamic private sector. Kenya's transformation from a modest market to a significant player in the Malaysian sustainable palm oil industry within the Eastern African Bloc, exemplifies the potential of strategic trade partnerships, setting the stage for further expansion and collaboration with the Malaysian sustainable palm oil industry. 📌

Inside India's Oleochemical Industry: Beauty and Personal Care Insights



Navigating the Oleochemical Sector: A Market Overview

The oleochemical sector in India has witnessed significant growth in recent years. This growth can be attributed to various factors, including increasing consumer demand, government initiatives, and favourable market conditions. The sector finds diverse applications across various segments, encompassing soaps and detergents, personal care products, pharmaceuticals, food processing, and more.

India's growth in its oleochemical sector can also be attributed to the easy accessibility of raw materials and the surging demand for green chemicals in the country. The availability of raw materials forms a robust foundation for the sector's growth and development. Notably, palm-based oleochemicals are in high demand due to the wide range of applications made possible by palm and palm kernel oil, owing to their versatile and durable chemical profiles.

Table 1 illustrates the exports of Malaysian palm-based oleo products to India in 2021–2022.

The Indian government has recognised the potential of the oleochemical sector and has implemented several initiatives to promote its growth. These include tax incentives, subsidies, and policies aimed at attracting investment and fostering innovation in the industry. These measures have encouraged both domestic and foreign companies to establish oleochemical manufacturing units in India.

Exports of Malaysian Palm-based Oleo Products to India in 2021–2022

Table 1: Exports of Malaysian palm-based oleo products to India (MPOB, 2023).

	2022	2021	Change (tonnes)	Change (%)
Soap Noodles/Flakes/ Chips/Blends/Stock	25,545	28,636	-3,091	-10.79
Lauryl-myristyl Alcohol	24,336	15,439	8,898	57.63
Lauric Acid	19,227	18,759	468	2.49
Lauryl Alcohol	17,790	17,031	759	4.45
Oleic Acid	13,099	16,107	-3,008	-18.67
Stearic Acid/Stearic Acid Flakes	12,727	11,064	1,663	15.03
Purified/Refined/Distilled Glycerine/Grd Glycerine	9,492	18,297	-8,805	-48.12
Others	58,590	61,547	-2,957	-4.80
Total	180,806	186,880	-6,073	-3.25

Key Segments: Beauty and Personal Care Industry

The beauty and personal care industry represent one of the primary consumers of oleochemicals in India. It encompasses a wide range of products related to personal grooming, beauty, and wellness, including soaps, skincare, haircare, cosmetics, fragrances, and oral care items. In 2022, soaps dominated the beauty and personal care market, holding a 23% market share, followed by skincare and hair oil with market shares of 18% and 12%, respectively.

Skincare products constitute a major segment within the personal care sector. These products include face creams,

lotions, moisturisers, sunscreens, and other specialised skincare formulations. With the increasing awareness of the importance of skincare and protection from sun damage, the demand for skincare products has surged. Natural and organic skincare products have gained popularity due to their perceived health benefits and environmental consciousness.

Haircare products also hold a significant market share in the personal care sector. This category encompasses shampoos, conditioners, hair oils, serums, and styling products. The growing emphasis on hair care, styling, and addressing specific hair concerns has fuelled the demand for a wide variety of haircare products in the Indian market.

Cosmetics, including makeup products, form another crucial segment. This category includes items such as foundations, lipsticks, eyeshadows, mascaras, and nail polishes. The cosmetics industry in India has witnessed a surge in demand, driven by factors such as increasing beauty consciousness, the influence of social media, and the desire for self-expression. The availability of a wide range of products and the emergence of affordable and premium brands have contributed to the growth of the cosmetics market.

Fragrances, including perfumes and body sprays, are also gaining popularity in the personal care sector. The Indian market has seen a growing preference for perfumes and fragrances, both for personal use and gifting purposes. The demand for premium and luxury fragrances has increased with the rise in disposable income and changing consumer preferences.

The oral care segment is another essential part of the personal care sector in India. Oral care products, such as toothpaste, toothbrushes, mouthwashes, and dental floss, are essential for maintaining oral hygiene. The emphasis on oral health and the increasing availability of specialised oral care products have contributed to the growth of this segment.

Distribution of Beauty and Personal Care Market across India in 2022

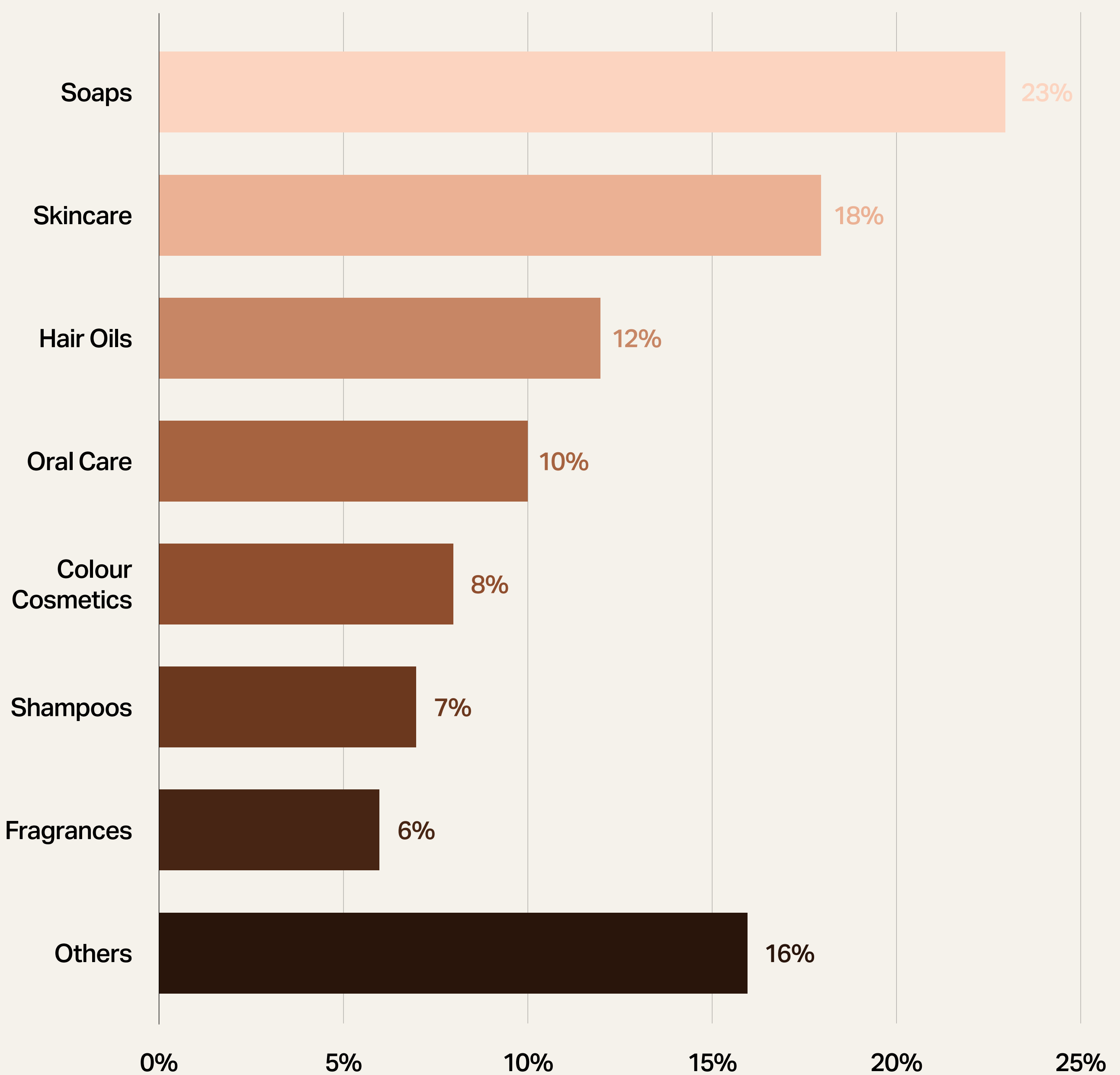


Figure 1: Distribution of beauty and personal care market across India in 2022, by category (Statista, 2023).

Outlook: The Indian Beauty and Personal Care Industry

According to industry experts, one of the trends that will shape the future of the beauty and personal care industry in India is the boom of e-commerce and the emergence of Direct-to-Consumer (DTC) brands. The online market has expanded significantly in recent years, driven by a steep increase in e-commerce adoption. E-commerce has proven to offer lucrative opportunities for brands as consumers can easily access a wide range of products offered by online retailers today. The market size of the online beauty and personal care industry is projected to reach USD4.5 billion in 2023 and is likely to reach almost USD6 billion by 2025.

The revenue in the beauty and personal care market is projected to amount to USD27.77 billion in 2023, with a Compound Annual Growth Rate (CAGR) of 3.28% (2023-2028). Of this total revenue, 12.7% will be generated through online sales. The market's largest segment will be personal care, with a market volume projected to be USD12.59 billion in 2023. The personal care sector in India is known to be highly competitive, with both domestic and international players operating in the market. Over the years, leading brands have invested in product innovation, marketing, and expanding distribution networks to capture a larger market share. Additionally, there is a growing trend of natural and organic personal care products, driven by consumer preference for safer and environmentally friendly options.

In conclusion, the robust growth of the beauty and personal care industry in India, coupled with rising disposable incomes, changing consumer lifestyles, and growing awareness of personal grooming, is set to propel the Indian oleochemicals sector even further. This sector offers significant opportunities

for manufacturers and marketers in the Indian market due to its diverse range of products and the increasing demand for natural and organic options. Palm-based oleochemicals, with their specific properties, are well-suited for beauty and personal care applications. Additionally, in line with global sustainability requirements, the Malaysian Sustainable Palm Oil (MSPO) certificate has been developed as a significant milestone, demonstrating Malaysia's long-term commitment to sustainable palm oil production. **P**

Market Size of Online Beauty and Personal Care Industry across India

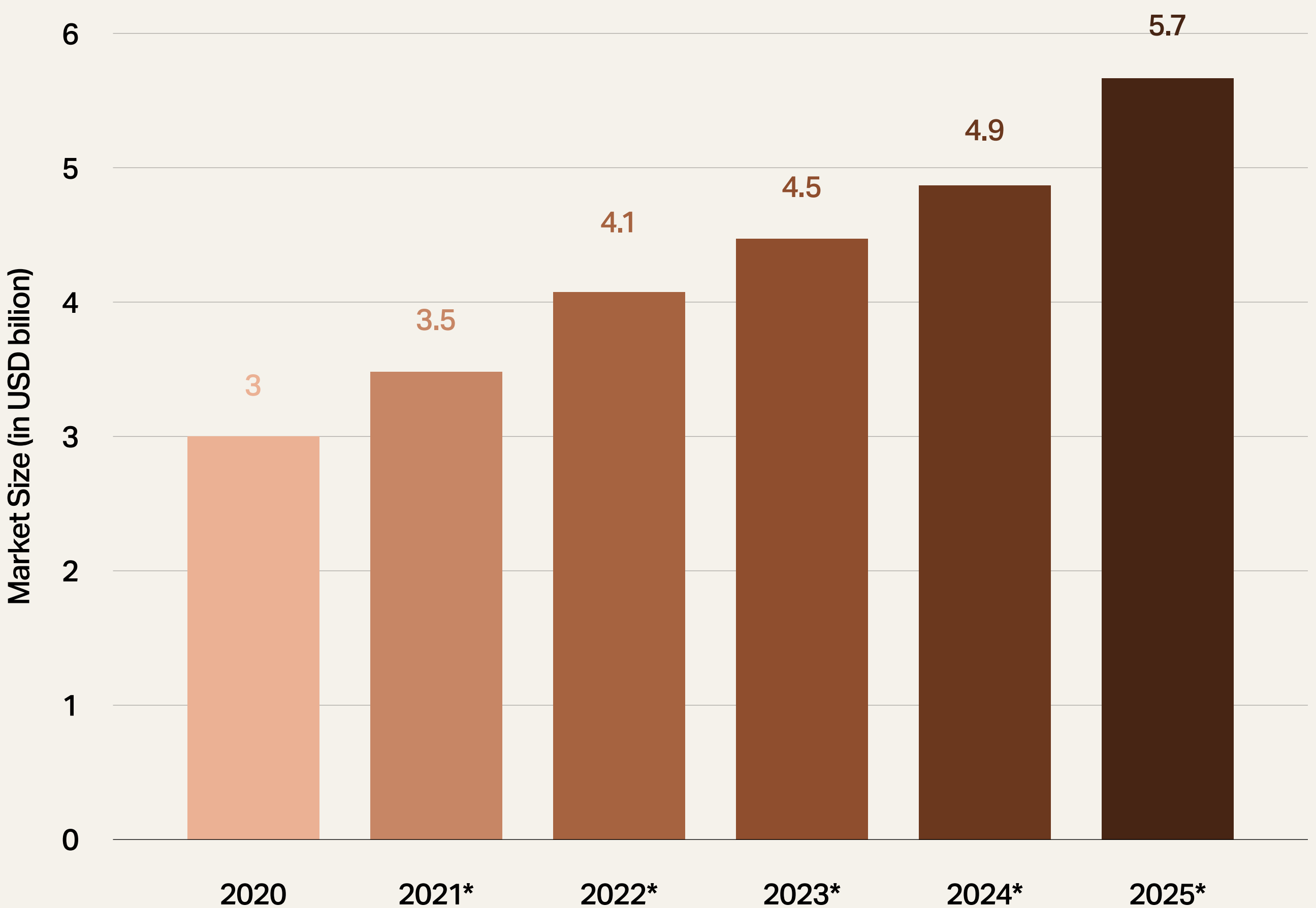


Figure 2: Market size of online beauty and personal care industry across India (Statista, 2021).

* Forecasted data

Revenue by Segment for Indian Beauty and Personal Care Industry

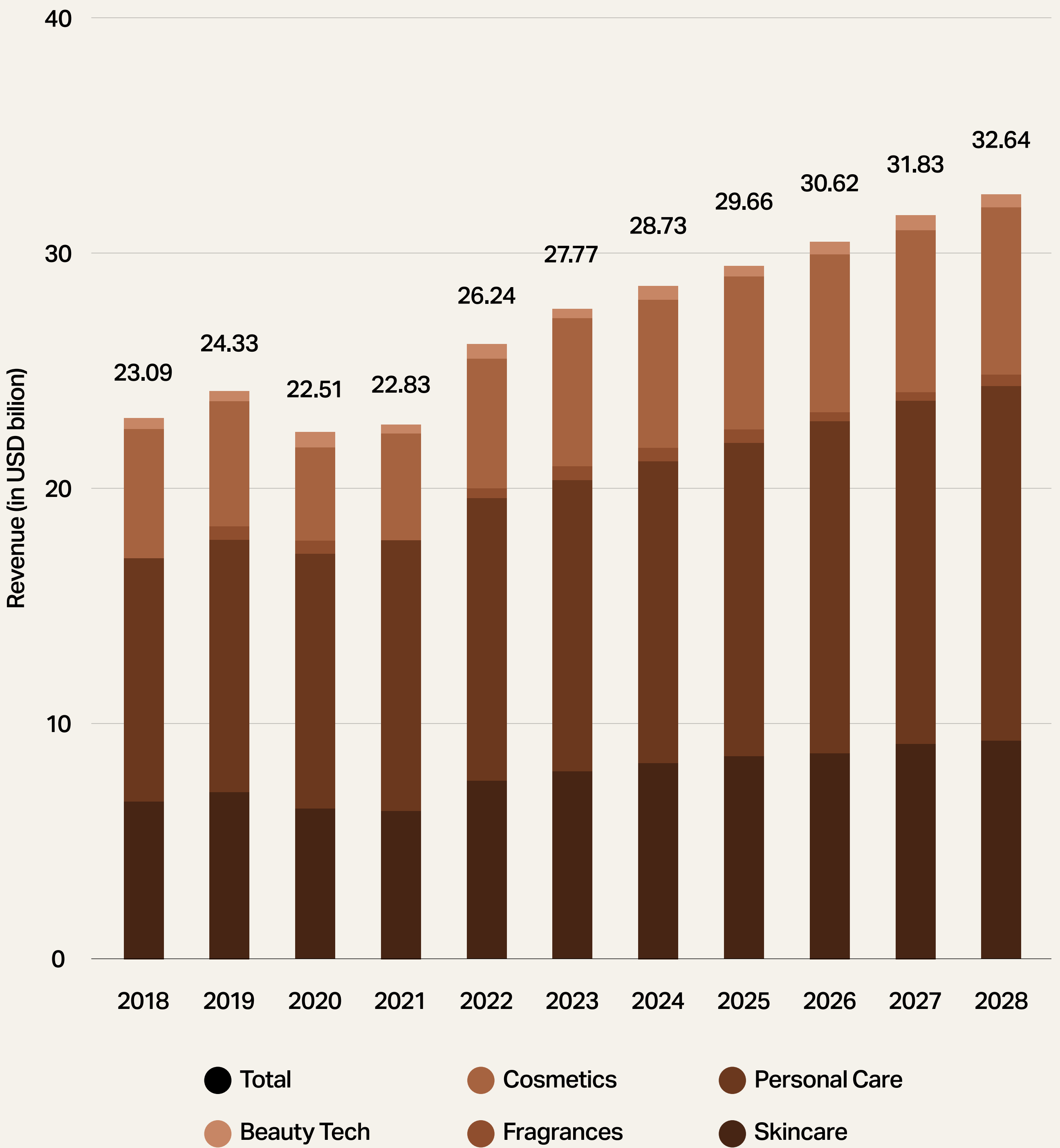
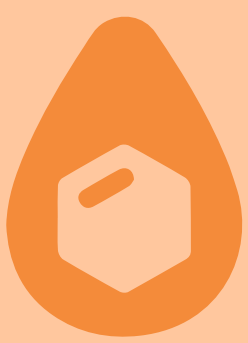


Figure 3: Revenue by segment for Indian beauty and personal care industry (Statista, 2023).

Did you know?

Palm Oil: An excellent trans-fat-free alternative!

Scan for more info



What are industrial trans-fatty acids (TFAs)?

A type of unsaturated fat artificially produced through partial hydrogenation of liquid oils, such as soybean and canola oils.

1

Why process oils through partial hydrogenation?



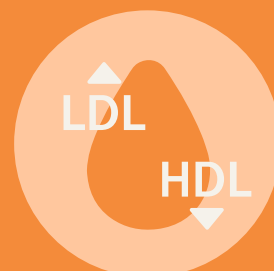
To solidify liquid oil



To increase stability of oil for longer shelf-life

2

Negative health impacts of trans-fat:



Increases LDL (bad) cholesterol, reduces HDL (good) cholesterol



Increases risk of heart disease, diabetes and others

3

Why is palm oil a good alternative to trans-fat-containing oils?



Naturally semi-solid



Does not require partial hydrogenation

Analysis and Outlook for November 2023:

CPO Prices Expected to Remain Stable between RM3,750 (USD784) to RM4,000 (USD836)



The CPO price forecast for November remains consistent with the previous month, and this stability is underpinned by several key factors:

1**Recovery of Global Vegetable Oil Prices:**

After hitting a four-month low in October, global vegetable oil prices are rebounding, triggering buyer interest in bargain hunting.

2**Dry Weather Concerns:**

Ongoing dry weather conditions in South America and Southeast Asia are causing concerns over reduced soybean production in Brazil and palm oil output in Indonesia for 2024.

3**Monsoon Season Impact:**

The approach of the monsoon season in palm oil-producing regions is expected to lead to a slowdown in production from November onwards, easing the pressure of rising palm oil inventory.

A Brief Market Recap

1

The Malaysian Ringgit Hits Historic Low

The Malaysian Ringgit experienced a significant drop in value against the US Dollar, reaching its lowest point since the Asian financial crisis in 1997-1998. This depreciation of the Ringgit has made Malaysian palm oil more attractive to international buyers. The weakening of the Malaysian currency can be attributed to the growing interest rate gap between Malaysia and the United States.

2

Middle East Conflict Escalation

Tensions in the Middle East have been escalating due to the ongoing conflict between Israel and Palestine. This has raised concerns about the potential for the conflict to spread further. In response to these developments, crude oil prices surged by 4.5% due to concerns over possible supply disruptions.

3

Historic Drought on the Amazon River

The Amazon River faced a dire situation with its water levels hitting a 120-year low, primarily due to an El Niño-induced drought. The Brazilian government declared a state of emergency in 60 out of 62 cities in the northern Amazon state due to this adverse weather condition. Notably, this drought is now posing a threat to the early growth of the Brazilian soybean crop.

What to Expect in November 2023

In September, Malaysia's palm oil stocks saw a notable 9.62% increase, reaching 2.31 million tonnes compared to the previous month. This uptick in stocks could have been even more significant if not for an 80% surge in domestic consumption. Over the course of the first nine months of 2023, Malaysia's palm oil consumption surged by an impressive 31.25%, rising from 2.36 million tonnes in 2022 to 3.10 million tonnes in 2023. Figure 4 illustrates how Malaysia's domestic palm oil consumption for the initial three-quarters of 2023 nearly matches the consumption for the entire year of 2022. Projections indicate that Malaysia's domestic palm oil consumption is expected to reach 4 million tonnes in 2023.

Another contributing factor to the increase in Malaysia's palm oil inventory was the slowdown in exports to EU27 and the Philippines. Malaysia's palm oil exports to EU27 and the Philippines dipped by 303,993 and 205,385 tonnes, respectively, during the first nine months of 2023 when compared to the corresponding period last year.

MPOB: Malaysia September 2023 Data

Table 2: Monthly statistics of Malaysian palm oil for September 2023 (MPOB, 2023).

	September 2023 (in million tonnes)	August 2023 (in million tonnes)	% Changes from August 2023	September 2022 (in million tonnes)
Opening Stocks	2.110	1.733		2.094
Production	1.829	1.753	4.33	1.770
Palm Oil Imports	0.049	0.110	- 55.45	0.132
Exports	1.196	1.221	- 2.04	1.419
Local Disappearance	0.479	0.265	80.75	0.259
End Month Stocks	2.313	2.110	9.62	2.318

Malaysia's palm oil exports from January to September 2023 registered a decrease of 385,623 tonnes, equivalent to a 3.43% decline, versus the same period last year. This is in contrast to palm oil production, which only experienced a marginal drop of 65,190 tonnes, representing a decrease of 0.50%, as depicted in Figure 5. The growing gap between production and export has resulted in the accumulation of Malaysia's palm oil inventory.

As palm oil production enters its low season in November due to the monsoon, there is an expectation that this will alleviate the growing palm oil inventory. Consequently, Malaysia's palm oil stocks are not likely to witness a significant increase in November.

Malaysia's Palm Oil Domestic Consumption from January to September ('000 tonnes)

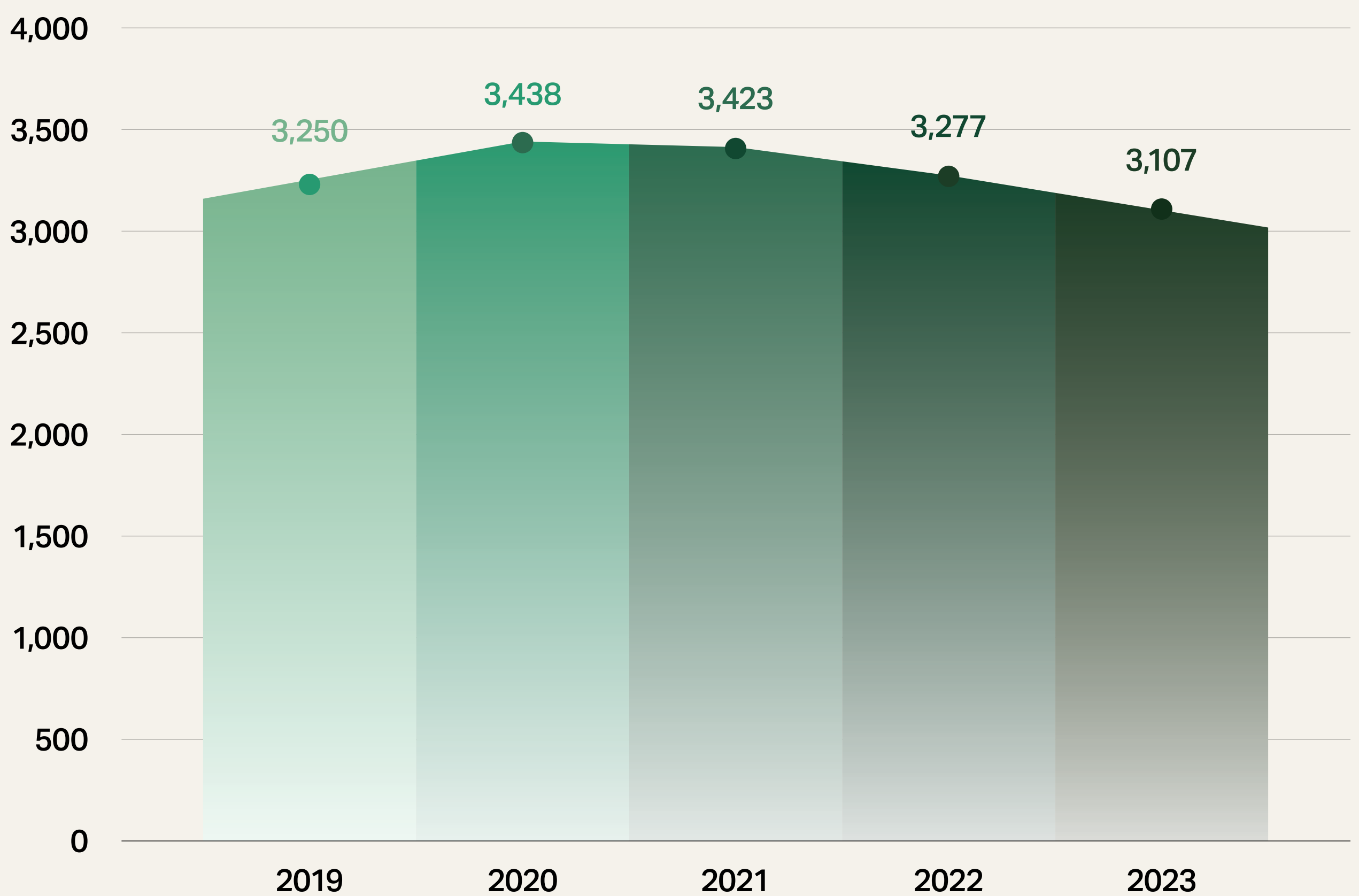


Figure 4: Malaysia's palm oil domestic consumption from 2019–2023 (MPOB, 2023).

Malaysia's Palm Oil Export from January to September ('000 tonnes)

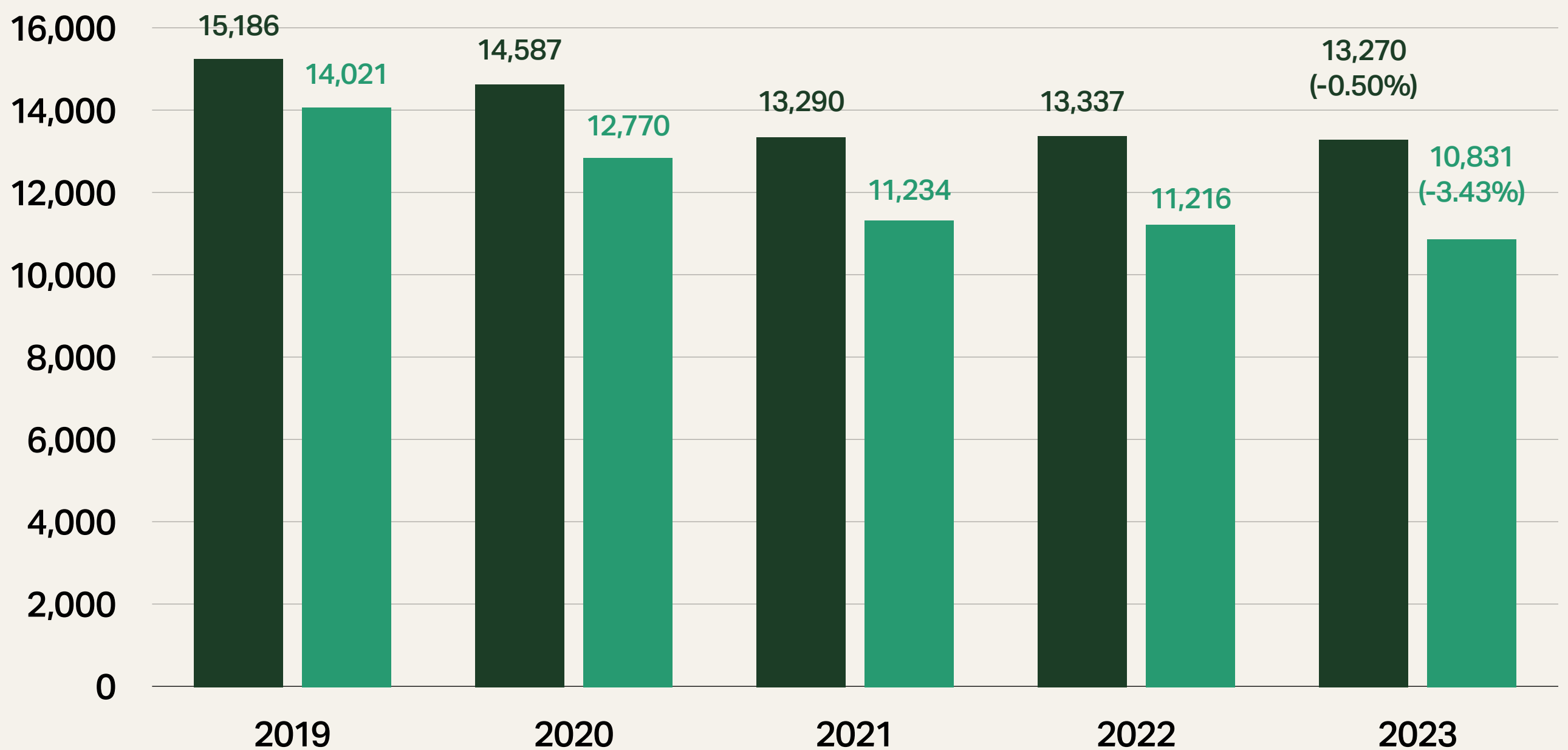


Figure 5: Malaysia's palm oil export from January to September (MPOB, 2023).

Palm Oil Price Outlook in November 2023

In October, global vegetable oil prices hit a four-month low, prompting keen interest from buyers engaged in bargain hunting. This trend has significantly contributed to the recovery of edible oil prices. One of the key factors supporting this trend is the expanding price gap between palm oil and other edible oils, as demonstrated in Figure 6. By the end of October, the price spread between sunflower oil, soybean oil, and rapeseed oil in comparison to palm oil had increased by 215%, 43%, and 37%, respectively. Furthermore, the depreciation of the Malaysian ringgit to its lowest point in 25 years against the US dollar has rendered palm oil more appealing to international buyers.

Dry weather conditions in central and northern Brazil, coupled with below-average rainfall in Indonesia's key palm oil planting

regions of Sumatra and Kalimantan, have raised concerns about potential reductions in Brazil's soybean production and Indonesia's palm oil output in 2024. While the impact of El Nino is less pronounced in Malaysia, Indonesia has been experiencing below-average rainfall since August 2023. This is expected to have a detrimental effect on Indonesia's palm oil production prospects in the upcoming year.

In the central Brazilian states of Mato Grosso and Mato Grosso Do Sul, soybean planting for the 2023/24 season has been significantly delayed due to worsening drought conditions in October. According to Brazil's National Supply Company (CONAB) report as of 23 October, soybean planting in Mato Grosso had reached only 52%, compared to 64% during the same period the previous year. In Mato Grosso do Sul, soybean planting was just 30% completed, in contrast to 49% a year earlier. These two states together account for 34% of Brazil's total soybean production. If the insufficient rainfall persists into November, there is a likelihood that both the United States Department of Agriculture (USDA) and CONAB may revise their estimates for Brazil's soybean production, potentially reducing it from 163 million tonnes to below 160 million tonnes, representing a 2% reduction. This revision would lend support to soybean prices.

Palm oil inventory in Malaysia is expected to reach its peak in October, following the end of the higher production season. Historically, the production of palm oil in Malaysia reaches its peak in October each year. November marks the onset of the low production season when palm oil is expected to decline until February, before picking up again in March. According to Gabungan Pengusaha Kelapa Sawit Indonesia (GAPKI), Indonesia's palm oil inventory as of July was 3.12 million tonnes,

which dropped by 32% from the high of 4.67 million tonnes in May 2023.

CPO prices are anticipated to receive support in the near term due to the seasonal decrease in palm oil production and inventory starting in November. Additionally, the ongoing dry weather conditions in Mato Grosso and Mato Grosso do Sul, which together contribute to a significant portion of Brazil's total soybean production, are expected to persist, thereby continuing to bolster soybean prices. According to the USDA, U.S. soybean production for the marketing year 2023/24 is projected to be the lowest in five years. Considering these factors, it is likely that CPO prices will remain stable within the range of RM3,750 (USD784) to RM4,000 (USD836).

Exchange Rate: USD1 = RM4.78 ₪

Price Premium or Discount (-) on Sun Oil, Soy Oil and Rape Oil over Crude Palm Oil in Europe Market (USD per Tonnes)

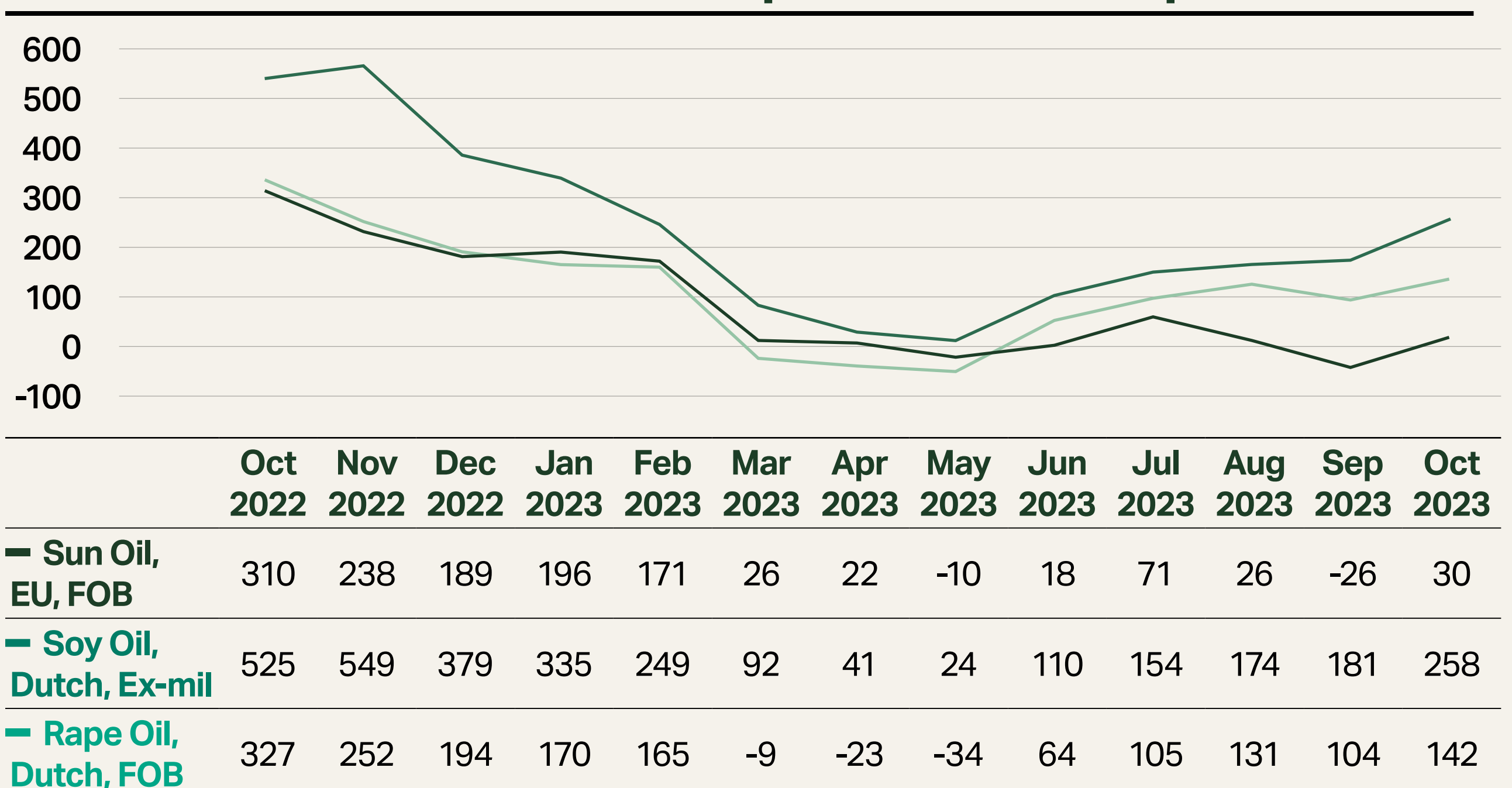


Figure 6: Price premium or discount (-) on sun oil, soy oil and rape oil over crude palm oil in Europe (Oil World, 2023).

Historical Trend from October to March, for Malaysia's Palm Oil Production ('000 tonnes)

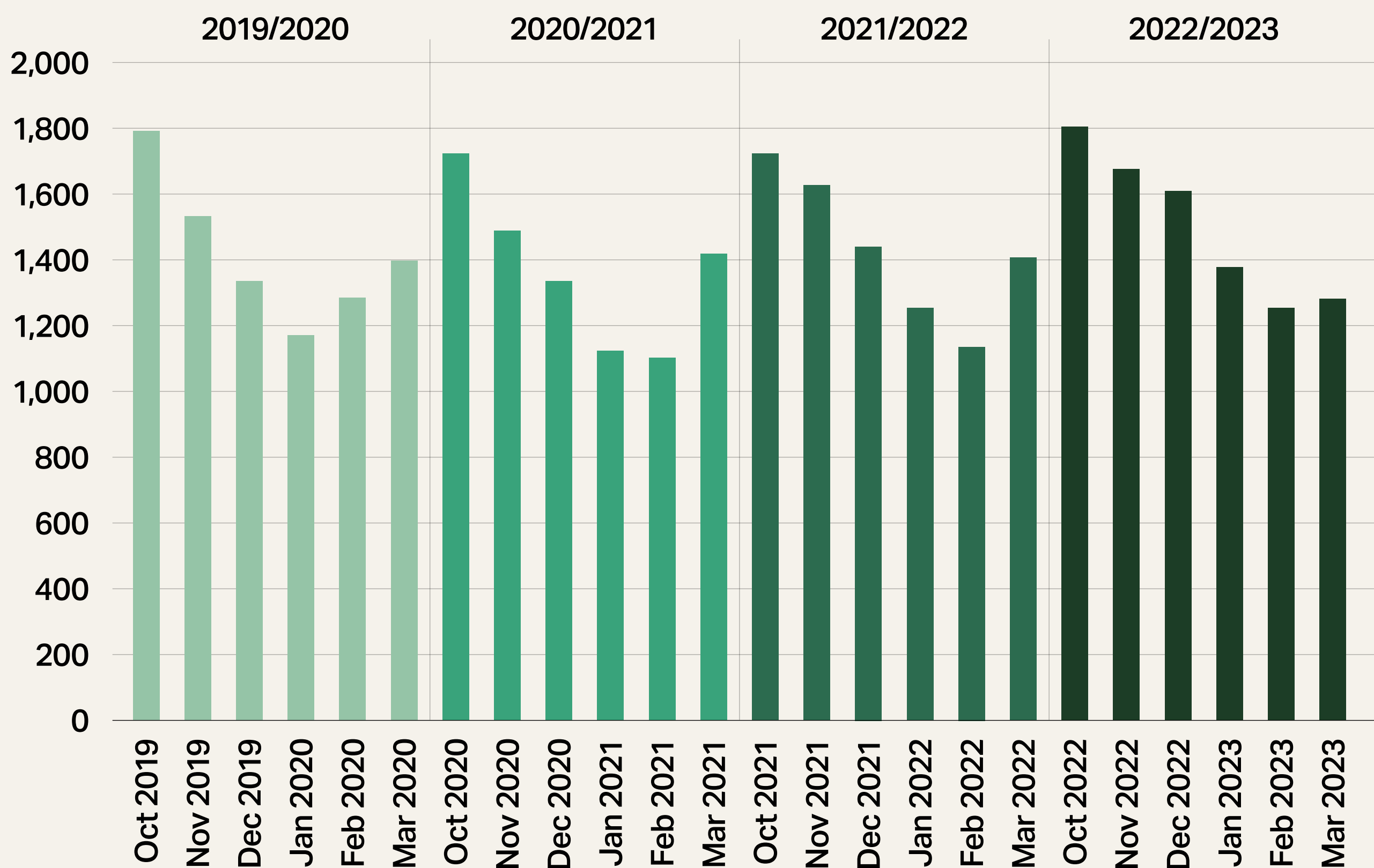


Figure 7: Historical trend from October to March, for Malaysia's palm oil production (MPOB, 2023).

1

Seminar on Techno-Economic Marketing for Palm Oil (TEMPO Seminar)

21 September 2023 ● Minyoun Chengdu Kehua Hotel, Chengdu, Sichuan Province, China



1 & 2

- 1 The TEMPO Seminar was held on Thursday, 21 September 2023 in Chengdu, China. The event was jointly organised by MPOC, Chengdu Food Industry Association, and Sichuan Green Food Association, and supported by the MATRADE Chengdu Representative Office.
- 2 Participants at the Seminar were mainly food industry players from Chengdu and its surrounding cities. At the Seminar, participants discovered the current market situation of palm oil, its latest applications in food and bakery products, and its nutritional and health attributes.

2

Asia's Nutraceutical Hub: VITAFOODS ASIA 2023

20–22 September 2023 ● Queen Sirikit National Convention Center (QSNCC), Bangkok, Thailand



3 & 4

- 3 MPOC exhibited alongside two Malaysian companies, PhytoGaia and Nutri Action during the Vitafoods Asia 2023 in Bangkok, Thailand.
- 4 The companies prepared a diverse range of exciting products and services that redefined visitors' understanding of the nutraceutical industry with palm oil-based products.

3

Malaysian Trade and Investment Mission to India

25–28 September 2023 ● Hyderabad, India



5 & 6

5 & 6 A delegation from Malaysia's Ministry of Plantation and Commodities led by Secretary General Dato' Haji Mad Zaidi Bin Mohd Karli, accompanied by MPOC CEO, Ms. Belvinder Sron along with representatives from the Ministry, the Consulate General of Malaysia in Chennai and MPOB held a meeting and dialogue with several related palm oil industry players in India.

3

Malaysian Trade and Investment Mission to India

25–28 September 2023 ● Hyderabad, India



7 & 8 & 9

- 7 These include the Secretary of Commerce, Sh. Sunil Barthwal, Secretary of Agriculture, Telangana, India state officials and oil palm planters.
- 8 & 9 Following this, the delegates visited T-Hub (Technology Hub), a premier innovation hub and ecosystem enabler based out of Hyderabad, India, then concluded with a visit to the Manam Chocolate Factory.

4

Spotlight on MPOC: Interview with Indian Television Network Zee TV

29 September 2023 ● MPOC HQ, Petaling Jaya, Selangor, Malaysia



10 & 11

10 & 11 MPOC CEO Ms. Belvinder Sron was interviewed by renowned Indian television network Zee TV, as part of a documentary it is producing on palm oil. The programme aims to promote Malaysia's national commodity and create awareness of its production among the Indian population through the channel's extensive reach. With the theme "From Seeds to Shelves", the 30-minute documentary was hosted by Mrituenjay Kumar Jha, and broadcasted on Zee TV on 29 September 2023 at 7 p.m. (Malaysian time).

5

Consumer Engagement at Cairo Bites Food Festival

29–30 September 2023 ● ZED Park,
Giza, Egypt



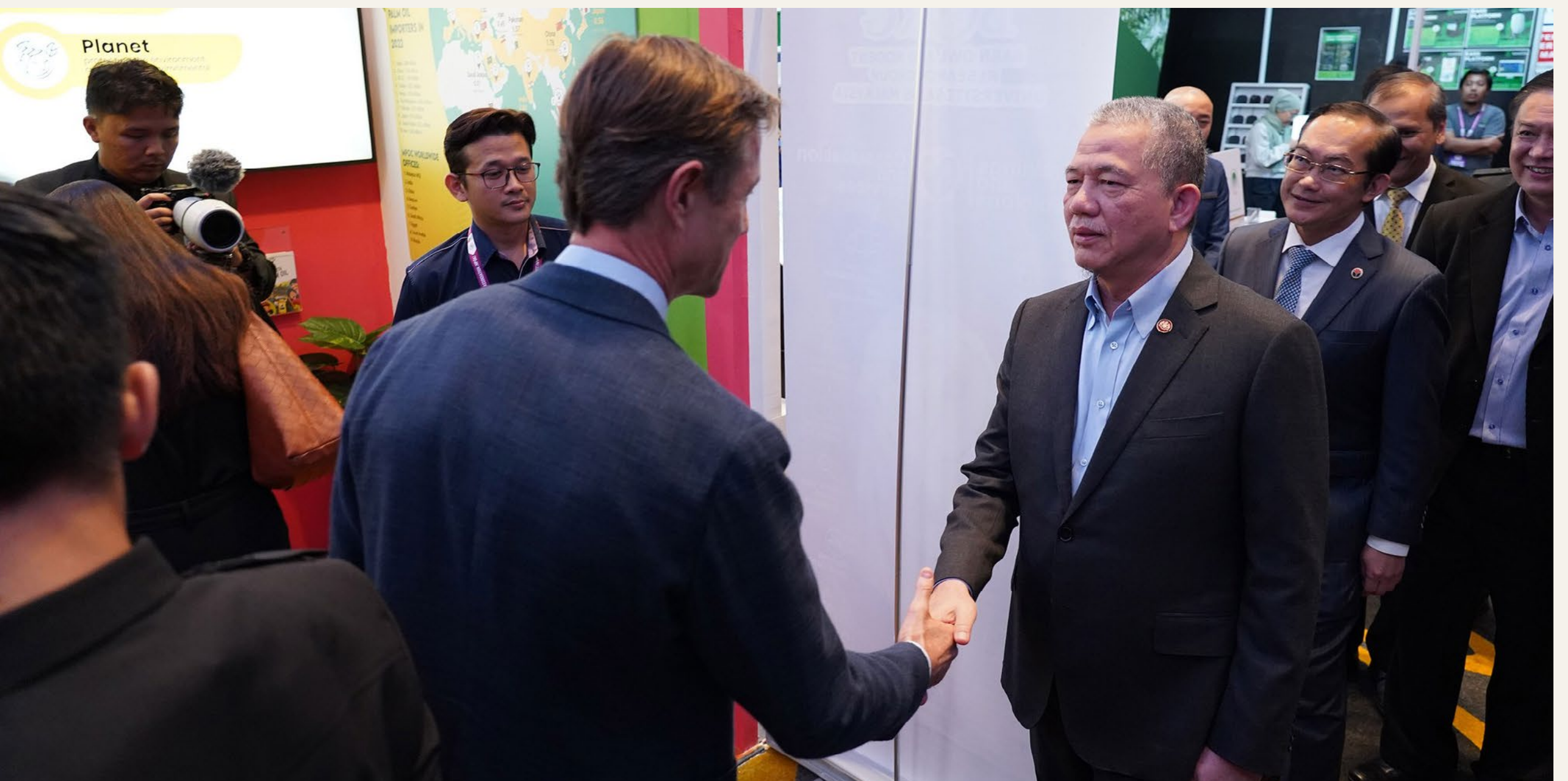
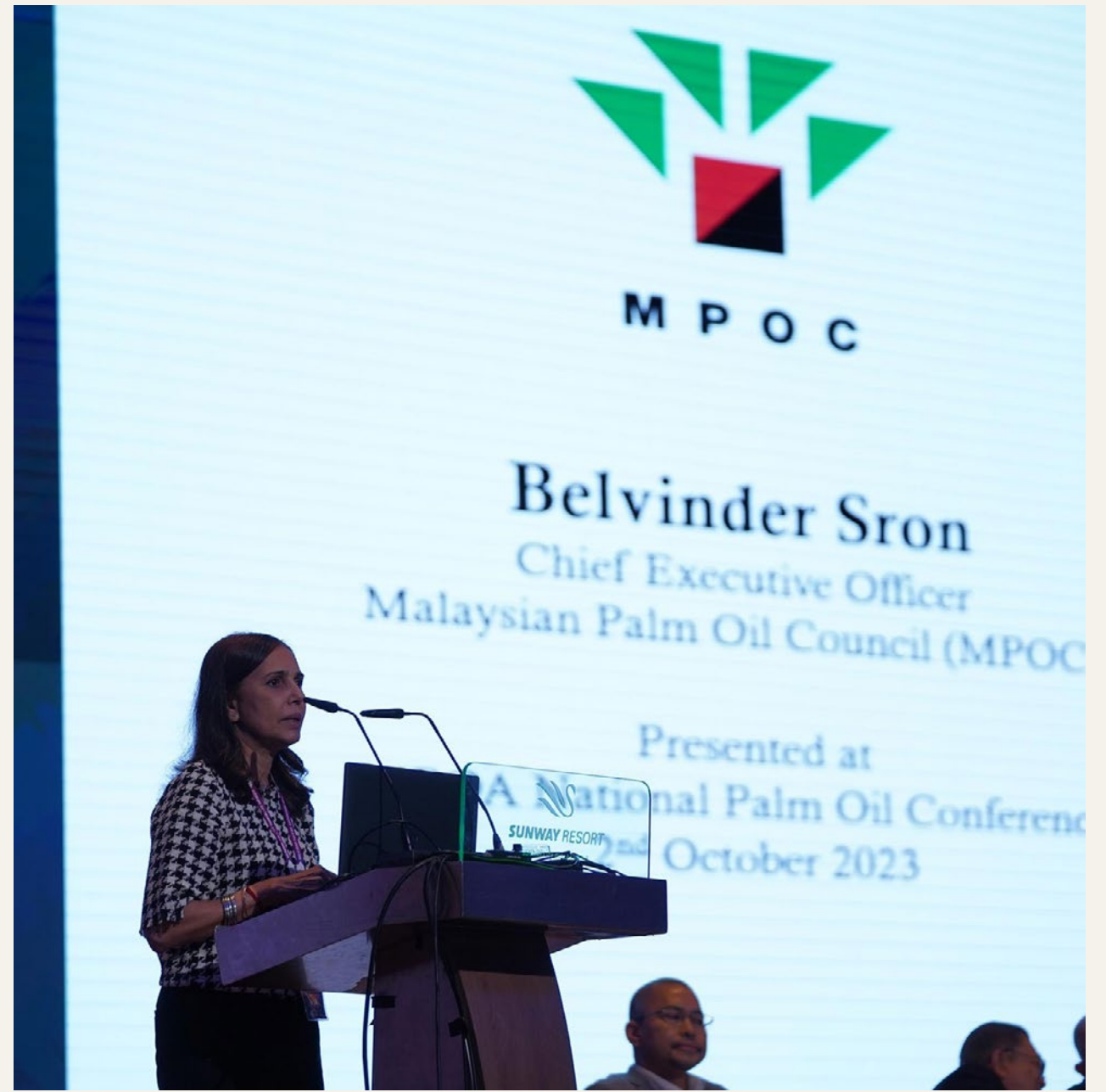
12 & 13

12 & 13 MPOC-Egypt conducted a Consumer Engagement event at the Cairo Bites Food Festival on 29–30 September 2023. MPOC-Egypt booth received an impressive crowd; around 2,000 people visited the MPOC booth during the two days. Approximately 1,000 palm-based food samples were distributed, and 1,000 promotional flyers containing information on palm oil and an online contest were also disseminated. About 500 contestants participated in the spin-a-wheel and the puzzle board game.

6

National Palm Oil Conference 2023

2–3 October 2023 ● Sunway Pyramid Convention Centre,
Petaling Jaya, Selangor, Malaysia



14 & 15 & 16

14 & 15 & 16 MPOC participated as an exhibitor and sponsor at the National Palm Oil Conference 2023 (NPOC2023) organised by the Malaysian Palm Oil Association (MPOA). The Honourable Deputy Prime Minister and the Minister of Plantation and Commodities, YAB Dato' Sri Haji Fadillah bin Haji Yusof, visited MPOC's booth at the exhibition. During the first day of the event, MPOC Chairman, YBhg. Dato' Carl Bek-Nielsen gave the keynote address, while MPOC CEO, Ms. Belvinder Sron later presented her paper as well.

7

Flavours of the Future: Tastefully Food Expo 2023

13–15 October 2023 ● Austin International Convention Centre, Johor Bahru, Malaysia



17 & 18

17 & 18 MPOC participated in the Tastefully Food Expo, where palm-based products from our partners FGV, Carotino, and Suchan Bakery were also showcased. The event provided an amazing opportunity to interact with numerous visitors. Throughout the event, there were long lines of visitors eager to participate in our engaging booth activities. It proved to be an enlightening experience for the majority of the guests who visited our booth.

SIEMA Food Processing, Packaging, Machinery Exhibition, Morocco 2023

17–19 October 2023 ● CICEC - Centre International de Conférences et d'Expositions de l'Office des Changes, Casablanca, Morocco



19 & 20

- 19 The MPOC Cairo office participated in the SIEMA Food Processing, Packaging, Machinery Exhibition, Morocco 2023.
- 20 During the event, numerous meetings were conducted with visitors from Morocco and other neighbouring countries. Simultaneously, there were several business discussions between our co-exhibitor, Premium Vegetable Oils Sdn. Bhd., and regional industry players. This highlighted the potential of Malaysian palm oil in the Moroccan and North African markets.

Programme

4th Workshop on Palm Oil Food Applications in Professional Kitchens

Date & Venue

*5 November 2023 ● Jolie Ville Resort & SPA Kings Island Hotel,
Luxor, Egypt*

Summary

Join us at the 4th and final workshop on Palm Oil Food Applications in Professional Kitchens! This event, organised by MPOC, is specially designed for Egyptian chefs and food professionals. Discover the technical and health aspects of palm oil and its unique potential to enhance food quality and stability in the Hospitality, Restaurants and Catering (HORECA) sector. Don't miss this invaluable opportunity to gain both theoretical knowledge and hands-on experience with palm oil in food applications!

Programme

Trade Networking & BizMatch with Malaysian Suppliers

Date & Venue

*15 November 2023 ● New World Saigon Hotel,
Ho Chi Minh City, Vietnam*

Summary

MPOC will be organising a Trade Networking & BizMatch event, aimed at cultivating valuable business connections and promoting the use of Malaysian palm oil within the edible oil and food sectors in Vietnam. Save the date for 15 November 2023, at the New World Saigon Hotel in Ho Chi Minh City. Don't miss this chance to engage with Vietnam's key industry stakeholders and showcase your products and services to them.

Expo

Food Ingredients Europe 2023

Date & Venue

28–30 November 2023 ● Booth No. 40H.44, Hall 4, Messe, Frankfurt, Germany

Summary

MPOC is excited to announce its participation among the 1,200 exhibitors at Food Ingredients 2023 in Germany. This highly anticipated event will facilitate connections between food ingredient suppliers and top-tier global buyers. MPOC is proud to present sustainable Malaysian palm oil products from three Malaysian companies, namely Unitata Berhad, Naturz Group, and Nexus Wise. We invite you to join us at FIE 2023 to discover the diverse product offerings from our partners at Food Ingredients Europe 2023. It's an opportunity you won't want to miss!

Programme

Inauguration Ceremony of Hari Agrikomoditi Negara 2023

Date & Venue

5 December 2023 ● Putrajaya International Convention Centre (PICC), Malaysia

Summary

Mark your calendars for the Inauguration Ceremony of Hari Agrikomoditi Negara 2023, happening on 5 December 2023 at the Putrajaya International Convention Centre (PICC)! We invite you to join us in celebrating the invaluable contributions of the agricommodity industry to our nation's progress. During this event, we will also pay tribute to exceptional individuals at the National Agricommodity Awards. MPOC, along with other agencies led by KPK, is dedicated to ensuring the success of this event. Be sure to visit the MPOC booth on the launch day – we look forward to seeing you there!

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