

Stable supply of frozen durian pulp throughout the year

Detail Introduction :

Frozen durian pulp can be supplied all year round, so the market demand is relatively stable. It is precisely because of the stability of the frozen durian market that it is a better pursuit to allow customers to taste the best quality durian throughout the year. In general, the total sales of durian this year has maintained an upward trend.

Of course, in order to adapt to the changing purchasing patterns of some customers in the market, as of last year, the durian brand launched a new packaging format, namely 250g packaging, the new small packaging is suitable for one-time consumption. In addition, the retail price of the 250g small package is much cheaper than the standard 500g package, which will also encourage more new consumers to try Musang King durian at a lower price. For those who want to try different new flavors of durian, it is very convenient. In addition, the retail price of the 250g small package is much cheaper than the standard 500g package, which will also encourage more new consumers to try Musang King durian at a lower price.



Although the market sees great potential for these new Malaysian durian varieties, the most popular to date is still the D197 Musang King durian, which has received great popularity among consumers due to its good taste. The taste of Musang King durian is very layered, suitable for consumers who are used to

other fruits and want to enhance the taste.

In the past 12 months, with the support of the Malaysian government, Malaysia is planting Musang King durians on a large scale, and some listed companies that are not traditionally involved in horticulture have also begun to invest heavily in Musang King plantations and enter the durian business in Malaysia.

As of 2018, more than 72,000 hectares of land will be used to grow durians, which will produce a huge amount of Malaysian durians, especially Musang King, in the next 5 to 8 years. Due to this latest development in Malaysia, Vincent Chan expects that the current pricing of Musang King will definitely drop to a more comfortable level and the pricing will become more and more stable.