

Spanish frozen yoghurt brand Ilaollao expands presence in Malaysia

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Ilaollao, the leading Spanish frozen yoghurt brand with an international presence, has reached a new milestone: more than 320 stores worldwide. The company recently celebrated the opening of its 100th store in Malaysia and has increased the number of points of sale by 55.7% since 2022. The company plans to further strengthen its presence in this country and aims to reach 130 stores by the end of 2023.

The company arrived in Asia in 2013 after it opened its first franchise in Singapore. Since then, Asia has become its second most important market after Spain, thanks to its more than 150 points of sale located throughout the region.

Ilaollao is also present in other Asian countries such as Indonesia, the Philippines, Vietnam, Saudi Arabia, Myanmar and Brunei. In relation to its internationalisation plans outside Asia, the brand also recently celebrated important milestones such as its arrival in Oceania and South America, where it will soon be opening in Bolivia.