

TOUS les JOURS expands into Malaysia

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CJ Foodville's TOUS les JOURS signed a master franchise (MF) agreement with Malaysian company Stream Empire Holdings. Following its successful operations and expansion in Indonesia, TOUS les JOURS aims to strengthen its brand presence in Malaysia, further solidifying its position in the key halal market of Southeast Asia.

Malaysia is a key economic powerhouse within the Association of Southeast Asian Nations (ASEAN) and a prominent halal market, with Islam as its national religion, making it a strategic hub in the Southeast Asian region. The consistent growth of the Malaysian bakery market also makes the country a strategic cornerstone for TOUS les JOURS. According to the Korea Agro-Fisheries & Food Trade Corporation's agricultural and food export platform, KATI, the Malaysian bakery market was projected to reach \$3 billion in 2023 (13.8 billion MYR), with an expected compound annual growth rate of 5.19 per cent from 2024 to 2028.

By expanding into Malaysia, TOUS les JOURS has solidified its position as a leading K-bakery brand across nine countries. Following the signing of the MF agreement, the brand plans to open its first store in Malaysia in the first half of this year, with further expansion to key locations planned thereafter.

Stream Empire Holdings, TOUS les JOURS's MF partner, is a Malaysia-based company with a diverse portfolio of retail businesses. Operating over 200 stores across major Southeast Asian countries, including Malaysia, it spans sectors such as food and beverages, convenience stores and fashion retail. With its strong local expertise and extensive network, Stream Empire Holdings is expected to be pivotal to TOUS les JOURS's expansion in Malaysia.