

Tested. Evaluated. Loved. Voted Product of the Year by Malaysians – Meet the 2025 Winners!

Kuala Lumpur, Malaysia Jun 23, 2025 ([IssueWire.com](https://www.IssueWire.com)) - Tested. Evaluated. Loved. Voted Product of the Year by Malaysians – Meet the 2025 Winners!

Following a successful reveal in Singapore earlier this year, Voted Product of the Year Malaysia 2025 proudly announces its winners: products selected by Malaysian consumers themselves as this year's most innovative and trusted.

Voted Product of the Year is globally recognised for identifying and rewarding outstanding product innovation across a wide range of categories, all selected directly by consumers. With over 35 years of history and a presence in more than 40 countries, the award stands as a powerful symbol of trust and quality in today's global marketplace.

In a time when credibility is more important than ever, Voted Product of the Year stands apart by putting the power in the hands of consumers. It empowers everyday people — not marketers or industry panels — to determine the best in-market innovations. More than just another industry accolade, this award is a true reflection of what Malaysian consumers love, trust, and rely on.

The research methodology includes a perception survey conducted among a sizeable and representative panel of 500 real consumers, reflecting the diversity of the Malaysian market. Additionally, an in-home product testing phase is conducted by [Try & Review](#) - Southeast Asia's leading product testing and review platform - with up to 120 testers, guaranteeing an unbiased and consumer-driven selection process. Winners are determined entirely by real consumers, delivering authenticity, trust, and real impact for both brands and shoppers.

Introducing the 2025 Winners:

The winning products aren't just consumers favorites —they're category disruptors that have delivered meaningful improvements to consumers' everyday lives. After months of rigorous testing and nationwide voting, the following products were Voted Product of the Year by Malaysians for 2025:

- **Biscuit Category** – Nutella Biscuits by Ferrero
- **Drinkable Yogurt Category**– Lactel Bliss Less Sugar by Lactalis Malaysia
- **Snack Yogurt Category** – Lactel Snack Yogurt Range by Lactalis Malaysia
- **Sensitive Skin Care Range Category** – Aveeno Skin Relief by Kenvue
- **Chocolate Box Category** – Ferrero Rocher Origins by Ferrero
- **Iced Tea Category** – Fuze Tea by The Coca-Cola Company

The Power Behind the Logo

The Voted Product of the Year logo is more than a symbol—it's a trusted badge of consumer approval. When shoppers see the familiar red seal, they know the product has been evaluated, tested, and loved by consumers just like them. It represents quality, innovation, and trust — values that resonate with today's discerning consumers.

Celebrating Excellence and Looking Ahead

The Malaysian 2025 winners were unveiled during an exclusive celebration at **Sarastro, Kuala**

Lumpur, bringing together brand representatives, industry leaders, and innovation experts.

The event featured dynamic keynote sessions from **Maelle Pochat** and **Alexia Sichere** (Co-Founders of Try & Review), and **Bikesh Lakhnichand** (Founding Partner & CEO of 1337 Ventures), who shared valuable insights on how AI and consumer data are shaping the future of retail and product innovation.

🔗 **Relive the highlights of the ceremony** [here](#).

As Malaysia's market continues to evolve, Voted Product of the Year remains a trusted partner, helping consumers find the very best in quality, value, and innovation.

Voted by up to 620 Malaysians through in-home testing and surveys, not chosen by marketers, the 2025 winners reflect what consumers genuinely value today: innovation that works.

Next time you're shopping, just follow the Product of the Year Malaysia red seal — it's your shortcut to what's truly worth your trust.

Stay tuned: Registration for Voted Product of the Year Malaysia 2026 opens soon! Don't miss the opportunity to have your innovation recognised by the people who matter most — your consumers.



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