

Spirits in Malaysia

Market Direction | 2022-07-07 | 34 pages | Euromonitor

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Report description:

Total spirits volumes returned to growth in 2021, though they remained below the level seen immediately prior to the outbreak of COVID-19. However, even before the pandemic, spirits was seeing total volume sales decline due to legal rulings that prevented small pack sizes. The new regulation announced in December 2017, was intended to impede alcohol misuse by preventing the wide availability of such products. Under the new Regulation 386A, compounded hard alcohol can only be sold in glass bottle...

Euromonitor International's Spirits in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Spirits market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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SPIRITS IN MALAYSIA

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2021 DEVELOPMENTS

Continued shift to off-trade

Shochu/soju maintains strong performance

Premium products continue to appeal to high-income consumers

PROSPECTS AND OPPORTUNITIES

Reopening of nightlife spots, good news for on-trade comeback, while e-commerce continues growth in off-trade

Drink driving and change in legislation leading to lower alcohol percentages

Pernod Ricard in strong position to benefit from recovery of spirits

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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ALCOHOLIC DRINKS IN MALAYSIA

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