

Wine in Malaysia

Market Direction | 2022-07-07 | 32 pages | Euromonitor

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Report description:

The fact that various lockdown measures were in place in 2021 supported continued demand for wine through off-trade channels, including the largest segment, still light grape wine. Greater amounts of time spent at home than under normal circumstances and restrictions on the operations of foodservice outlets led to higher levels of at-home consumption of wine. Furthermore, consumers found it easier to access wine through store-based retailing, with an expanding range of wine becoming available th...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

Why buy this report?

- * Get a detailed picture of the Wine 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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Off-trade consumption aided by increase in availability

Still light grape wine sees growth driven by off-trade sales

Champagne still suffering greatly in 2021

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E-commerce set to remain relevant for wine purchases over forecast period

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