

Alcoholic Drinks in Malaysia

Market Direction | 2022-07-07 | 74 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

The COVID-19 crisis continued to exert a profound influence on the development of the alcoholic drinks market in Malaysia in 2021, with numerous restrictions in place for much of the year. This had a marked impact on the performance of consumer foodservice, with on-trade volumes continuing to decline in 2021, though the easing of restrictions in the latter part of the year led to the beginnings of recovery in the final quarter. Following the commencement of the vaccination programme for the gene...

Euromonitor International's Alcoholic Drinks 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: Beer, Cider/Perry, RTDs, Spirits, 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 Alcoholic Drinks 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Alcoholic Drinks in Malaysia
Euromonitor International
July 2022

List Of Contents And Tables

ALCOHOLIC DRINKS IN MALAYSIA

EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

CHART 1 Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 2 Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 3 Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026

CHART 4 Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 1 Number of On-trade Establishments by Type 2015-2021

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2021

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 2 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 3 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 4 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 5 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 6 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 10 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 11 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021
Table 12 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021
Table 13 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021
Table 14 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026
Table 15 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026
Table 16 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026
Table 17 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN MALAYSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Wheat beer boosted by innovation

Heineken and Carlsberg continue to maintain leadership in tough environment

E-commerce remains relevant to development of beer in 2021

PROSPECTS AND OPPORTUNITIES

Off-trade consumption set to grow over forecast period, while on-trade focuses on premium segment

Increased health-awareness to support growth in non/low alcohol beer

New packaging set to grow to appeal to consumers

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2021

Table 18 Number of Breweries 2016-2021

CATEGORY DATA

Table 19 Sales of Beer by Category: Total Volume 2016-2021

Table 20 Sales of Beer by Category: Total Value 2016-2021

Table 21 Sales of Beer by Category: % Total Volume Growth 2016-2021

Table 22 Sales of Beer by Category: % Total Value Growth 2016-2021

Table 23 Sales of Beer by Off-trade vs On-trade: Volume 2016-2021

Table 24 Sales of Beer by Off-trade vs On-trade: Value 2016-2021

Table 25 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 26 Sales of Beer by Off-trade vs On-trade: % Value Growth 2016-2021

Table 27 □Sales of Beer by Craft vs Standard 2016-2021

Table 28 □GBO Company Shares of Beer: % Total Volume 2017-2021

Table 29 □NBO Company Shares of Beer: % Total Volume 2017-2021

Table 30 □LBN Brand Shares of Beer: % Total Volume 2018-2021

Table 31 □Forecast Sales of Beer by Category: Total Volume 2021-2026

Table 32 □Forecast Sales of Beer by Category: Total Value 2021-2026

Table 33 □Forecast Sales of Beer by Category: % Total Volume Growth 2021-2026

Table 34 □Forecast Sales of Beer by Category: % Total Value Growth 2021-2026

WINE IN MALAYSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

PROSPECTS AND OPPORTUNITIES

On-trade consumption of wine set to grow in Malaysia over forecast period

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

New product variants provide way to excite consumers

CATEGORY DATA

Table 86 Sales of Wine by Category: Total Volume 2016-2021

Table 87 Sales of Wine by Category: Total Value 2016-2021

Table 88 Sales of Wine by Category: % Total Volume Growth 2016-2021

Table 89 Sales of Wine by Category: % Total Value Growth 2016-2021

Table 90 Sales of Wine by Off-trade vs On-trade: Volume 2016-2021

Table 91 Sales of Wine by Off-trade vs On-trade: Value 2016-2021

Table 92 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 93 Sales of Wine by Off-trade vs On-trade: % Value Growth 2016-2021

Table 94 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2016-2021

Table 95 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2016-2021

Table 96 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2016-2021

Table 97 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2016-2021

Table 98 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

Table 99 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

Table 100 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2018-2021

Table 101 □GBO Company Shares of Champagne: % Total Volume 2017-2021

Table 102 □NBO Company Shares of Champagne: % Total Volume 2017-2021

Table 103 □LBN Brand Shares of Champagne: % Total Volume 2018-2021

Table 104 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

Table 105 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

Table 106 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2018-2021

Table 107 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021

Table 108 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021

Table 109 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2018-2021

Table 110 □Forecast Sales of Wine by Category: Total Volume 2021-2026

Table 111 □Forecast Sales of Wine by Category: Total Value 2021-2026

Table 112 □Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026

Table 113 □Forecast Sales of Wine by Category: % Total Value Growth 2021-2026

SPIRITS IN MALAYSIA

KEY DATA FINDINGS

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

CATEGORY BACKGROUND

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

Summary 4 Benchmark Brands 2021

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 35 Sales of Spirits by Category: Total Volume 2016-2021
 Table 36 Sales of Spirits by Category: Total Value 2016-2021
 Table 37 Sales of Spirits by Category: % Total Volume Growth 2016-2021
 Table 38 Sales of Spirits by Category: % Total Value Growth 2016-2021
 Table 39 Sales of Spirits by Off-trade vs On-trade: Volume 2016-2021
 Table 40 Sales of Spirits by Off-trade vs On-trade: Value 2016-2021
 Table 41 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2016-2021
 Table 42 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2016-2021
 Table 43 Sales of Dark Rum by Price Platform: % Total Volume 2016-2021
 Table 44 □Sales of White Rum by Price Platform: % Total Volume 2016-2021
 Table 45 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2016-2021
 Table 46 □Sales of English Gin by Price Platform: % Total Volume 2016-2021
 Table 47 □Sales of Vodka by Price Platform: % Total Volume 2016-2021
 Table 48 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2016-2021
 Table 49 □GBO Company Shares of Spirits: % Total Volume 2017-2021
 Table 50 □NBO Company Shares of Spirits: % Total Volume 2017-2021
 Table 51 □LBN Brand Shares of Spirits: % Total Volume 2018-2021
 Table 52 □Forecast Sales of Spirits by Category: Total Volume 2021-2026
 Table 53 □Forecast Sales of Spirits by Category: Total Value 2021-2026
 Table 54 □Forecast Sales of Spirits by Category: % Total Volume Growth 2021-2026
 Table 55 □Forecast Sales of Spirits by Category: % Total Value Growth 2021-2026

CIDER/PERRY IN MALAYSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Lockdown restrictions in 2021 continue to boost off-trade sales

Active marketing campaigns by Carlsberg seek to boost sales

Leaders lose share

PROSPECTS AND OPPORTUNITIES

New variants key as players work to excite consumers

Cider/perry sales set to grow in e-commerce

On-trade sales set to recover over the forecast period

CATEGORY DATA

Table 56 Sales of Cider/Perry: Total Volume 2016-2021
 Table 57 Sales of Cider/Perry: Total Value 2016-2021
 Table 58 Sales of Cider/Perry: % Total Volume Growth 2016-2021
 Table 59 Sales of Cider/Perry: % Total Value Growth 2016-2021
 Table 60 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2016-2021
 Table 61 Sales of Cider/Perry by Off-trade vs On-trade: Value 2016-2021
 Table 62 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2016-2021
 Table 63 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2016-2021
 Table 64 GBO Company Shares of Cider/Perry: % Total Volume 2017-2021
 Table 65 □NBO Company Shares of Cider/Perry: % Total Volume 2017-2021
 Table 66 □LBN Brand Shares of Cider/Perry: % Total Volume 2018-2021
 Table 67 □Forecast Sales of Cider/Perry: Total Volume 2021-2026
 Table 68 □Forecast Sales of Cider/Perry: Total Value 2021-2026
 Table 69 □Forecast Sales of Cider/Perry: % Total Volume Growth 2021-2026
 Table 70 □Forecast Sales of Cider/Perry: % Total Value Growth 2021-2026

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

RTDS IN MALAYSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Horoyoi officially enters the market in 2021

Leading RTDs brands struggle with declining sales

Leaders? withdrawals lead to highly fragmented category

PROSPECTS AND OPPORTUNITIES

Wine RTDs expected to decline over forecast period

Spirit-based RTDs to see more brands imported

Ongoing competition from rival alcoholic drinks

CATEGORY DATA

Table 71 Sales of RTDs by Category: Total Volume 2016-2021

Table 72 Sales of RTDs by Category: Total Value 2016-2021

Table 73 Sales of RTDs by Category: % Total Volume Growth 2016-2021

Table 74 Sales of RTDs by Category: % Total Value Growth 2016-2021

Table 75 Sales of RTDs by Off-trade vs On-trade: Volume 2016-2021

Table 76 Sales of RTDs by Off-trade vs On-trade: Value 2016-2021

Table 77 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 78 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2016-2021

Table 79 GBO Company Shares of RTDs: % Total Volume 2017-2021

Table 80 □NBO Company Shares of RTDs: % Total Volume 2017-2021

Table 81 □LBN Brand Shares of RTDs: % Total Volume 2018-2021

Table 82 □Forecast Sales of RTDs by Category: Total Volume 2021-2026

Table 83 □Forecast Sales of RTDs by Category: Total Value 2021-2026

Table 84 □Forecast Sales of RTDs by Category: % Total Volume Growth 2021-2026

Table 85 □Forecast Sales of RTDs by Category: % Total Value Growth 2021-2026

Alcoholic Drinks in Malaysia

Market Direction | 2022-07-07 | 74 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-08
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com