

Alcoholic Drinks in Malaysia

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

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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.

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