

Carbonates in Malaysia

Market Direction | 2022-11-28 | 33 pages | Euromonitor

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Report description:

The ending of COVID-19 restrictions, starting in 2021, has resulted in consumers returning to foodservice establishments and entertainment facilities, thus boosting fountain sales of carbonates. Furthermore, local travel has resumed alongside the gathering of large groups. Within this environment, consumers are preferring to dine out now they have the opportunity again, the act of which is also being supported by a return to workplaces, meaning people generally have less time to cook. Furthermor...

Euromonitor International's Carbonates 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- * Get a detailed picture of the Carbonates 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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CARBONATES IN MALAYSIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

End of pandemic restrictions boosts on-trade and fountain sales for carbonates in 2022

Leading players leverage partnerships and social media campaigns to retain their footholds

Novel carbonates with exotic flavours introduced by domestic manufacturers in 2022

PROSPECTS AND OPPORTUNITIES

Reduced sugar cola carbonates anticipated to spur growth in off-trade channels over the forecast period

Players predicted to expand off-trade distribution to encourage bulk purchases from end-consumers

Players likely to venture into new areas in other non-cola carbonates over the forecast period

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The reopening of borders and a return to out-of-home lifestyles boosts both on-trade and on-the-go sales

Players leverage above the line marketing, partnerships, and new product developments

Players switch distribution to include wholesale that also serves end-consumers

Expansion of vending boost sales of on-the-go soft drinks

Pending expansion of the sugar tax expected to further impact soft drinks over the forecast period

MARKET DATA

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