

## **Energy Drinks in Malaysia**

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

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### **Report description:**

Unlike the trends seen in the more ubiquitous sports drinks, consumers only purchase energy drinks for practical use - for example, when travelling or working long hours, in order to give them an energy boost and/or keep them awake. Furthermore, energy drinks are quite expensive in Malaysia, thus consumers tend to purchase them more often when there are discount offers and similar promotions.

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

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Energy 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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#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Energy drinks sees moderate off-trade volume and value growth in 2022, due to only being consumed for practical use

Energy drinks experience ongoing competition from other soft drinks such as sports drinks and RTD coffee

Players concentrate on selected distribution in off-trade channels to boost sales

#### PROSPECTS AND OPPORTUNITIES

Energy drinks predicted to face low demand in both on-trade and off-trade over the forecast period

Players are anticipated to organise seasonal marketing campaigns through off-trade channels

Existing players are likely to expand into other categories over the forecast period

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### SOFT DRINKS IN MALAYSIA

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Soft drinks in 2022: Inflationary pressures drive price surges in on-trade and off-trade

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

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