

Energy Drinks in Malaysia

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

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:

Energy Drinks in Malaysia
Euromonitor International
November 2022

List Of Contents And Tables

ENERGY DRINKS IN MALAYSIA

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

CATEGORY DATA

Table 1 Off-trade Sales of Energy Drinks: Volume 2017-2022

Table 2 Off-trade Sales of Energy Drinks: Value 2017-2022

Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2019-2022

Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2022-2027

Table 10 Forecast Off-trade Sales of Energy Drinks: Value 2022-2027

Table 11 Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2022-2027

Table 12 Forecast Off-trade Sales of Energy Drinks: % Value Growth 2022-2027

SOFT DRINKS IN MALAYSIA

EXECUTIVE SUMMARY

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

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

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022

Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022

Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 31 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 32 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 33 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 34 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 37 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 38 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 39 Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 40 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

Table 41 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027

Table 42 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Fountain sales in Malaysia

DISCLAIMER

SOURCES

Summary 1 Research Sources

Energy Drinks in Malaysia

Market Direction | 2022-11-28 | 28 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-21
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com