

Wine in Malaysia

Market Direction | 2023-06-26 | 31 pages | Euromonitor

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Report description:

Malaysia's international borders were finally fully reopened to foreign tourists in April 2022. This provided a huge boost to local on-trade operators and in turn helped to stimulate sales of still light grape wine. Imported wine from Australia continued to win over consumers due to its greater affordability, with brands such as Lindeman's, Jacob's Creek, and Penfolds retaining leading positions in wine in 2022 and recording healthy growth in total volume terms. This was in part due to the decli...

Euromonitor International's Wine 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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WINE IN MALAYSIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Still light grape wine prospers in 2022 driven by Australian varieties

Fortified wine and vermouth and champagne total volume growth improve in 2022 compared to 2021

Players compete for shelf space, price point positioning and promotion in 2022

PROSPECTS AND OPPORTUNITIES

International tourism and foodservice recovery are expected to accelerate volume growth over the forecast period

Domestic importers expected to expand their offer over the forecast period

Players likely to organise frequent marketing campaigns to boost volume sales over the forecast period while e-commerce is set for further gains

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