

## **Drinking Milk Products in Malaysia**

Market Direction | 2023-09-26 | 22 pages | Euromonitor

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### **Report description:**

Further retail volume and current value growth is expected across drinking milk products in 2023. The constant strong upward trajectory in the demand for drinking milk products through the review period, including the Coronavirus (COVID-19) crisis of 2020 and 2021, simulated company activity and investment in the category. For example, in October 2022, Nestle released Milo Calcium Pluz, a dairy only flavoured milk drink with calcium and vitamin D, presented in a convenience-sized 200g individual...

Euromonitor International's Drinking Milk Products in Malaysia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- \* Get a detailed picture of the Drinking Milk Products 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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Players look to investments in production and marketing to gain a competitive edge

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