

Hot Drinks in Malaysia

Market Direction | 2024-01-19 | 40 pages | Euromonitor

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Report description:

Global price hikes for raw materials like sugar and cocoa drove up unit selling prices in hot drinks in Malaysia in 2023, especially within coffee and other hot drinks. The hoarding and shortage of cocoa in west Africa force leading players like Nestle and Cadbury Confectionery to grapple with soaring costs and supply chain disruptions when importing cocoa into Malaysia. In addition, extreme weather conditions and a weak Malaysian ringgit against the US dollar further pushed up the price of raw...

Euromonitor International's Hot 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- * Get a detailed picture of the Hot 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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COFFEE IN MALAYSIA

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Demand for high-quality coffee rises as consumer tastes become more sophisticated

Aggressive new product launches boost demand in 2023

Players grapple with a tough operational environment

PROSPECTS AND OPPORTUNITIES

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Off-trade volume growth slows in response to product price hikes, with other plant-based hot drinks rising fastest, while on-trade sales still lag

Players attempt to boost image with marketing strategies, while Milo remains dominant brand

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