

## **Hot Drinks in Malaysia**

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

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Hot Drinks in Malaysia  
Euromonitor International  
January 2024

### List Of Contents And Tables

#### HOT DRINKS IN MALAYSIA

##### EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

##### MARKET DATA

Table 1 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023

Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023

Table 3 Retail Sales of Hot Drinks by Category: Volume 2018-2023

Table 4 Retail Sales of Hot Drinks by Category: Value 2018-2023

Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023

Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2018-2023

Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 9 Total Sales of Hot Drinks by Category: Total Volume 2018-2023

Table 10 □Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023

Table 11 □NBO Company Shares of Hot Drinks: % Retail Value 2019-2023

Table 12 □LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023

Table 13 □Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023

Table 14 □Retail Distribution of Hot Drinks by Format: % Volume 2018-2023

Table 15 □Retail Distribution of Hot Drinks by Format and Category: % Volume 2023

Table 16 □Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028

Table 17 □Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 18 □Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 19 □Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 20 □Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 21 □Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 22 □Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 23 □Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 24 □Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 25 □Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

##### COFFEE IN MALAYSIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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

New regulation anticipated for forecast period, while production costs will keep on rising and e-commerce expands

Players to focus on strategy in bid to maintain profit margins, as consumers continue to shift towards premium options

Expansion of health-positioned variants

#### CATEGORY DATA

Table 26 Retail Sales of Coffee by Category: Volume 2018-2023

Table 27 Retail Sales of Coffee by Category: Value 2018-2023

Table 28 Retail Sales of Coffee by Category: % Volume Growth 2018-2023

Table 29 Retail Sales of Coffee by Category: % Value Growth 2018-2023

Table 30 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2018-2023

Table 31 NBO Company Shares of Coffee: % Retail Value 2019-2023

Table 32 LBN Brand Shares of Coffee: % Retail Value 2020-2023

Table 33 Forecast Retail Sales of Coffee by Category: Volume 2023-2028

Table 34 Forecast Retail Sales of Coffee by Category: Value 2023-2028

Table 35 □Forecast Retail Sales of Coffee by Category: % Volume Growth 2023-2028

Table 36 □Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

#### TEA IN MALAYSIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

On-trade tea strengthens through consumption shifts

Players invest in functionality and enhanced convenience, while Boh Plantations maintains overall leadership

Channel rationalisation seen across premium and mass brands

#### PROSPECTS AND OPPORTUNITIES

On-trade progress to dampen sales in retail

Green tea to see fastest off-trade rise, fruit/herbal tea will gain ground

Health concerns to potentially reshape tea consumption habits among locals

#### CATEGORY DATA

Table 37 Retail Sales of Tea by Category: Volume 2018-2023

Table 38 Retail Sales of Tea by Category: Value 2018-2023

Table 39 Retail Sales of Tea by Category: % Volume Growth 2018-2023

Table 40 Retail Sales of Tea by Category: % Value Growth 2018-2023

Table 41 NBO Company Shares of Tea: % Retail Value 2019-2023

Table 42 LBN Brand Shares of Tea: % Retail Value 2020-2023

Table 43 Forecast Retail Sales of Tea by Category: Volume 2023-2028

Table 44 Forecast Retail Sales of Tea by Category: Value 2023-2028

Table 45 Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028

Table 46 □Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

#### OTHER HOT DRINKS IN MALAYSIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Off-trade unit prices continue to rise in 2023 as modern grocery retailing enjoys expansion

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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## PROSPECTS AND OPPORTUNITIES

Prospective sugar tax will impact category development

Malt-based hot drinks to remain largest subcategory, with consumers continuing to remain loyal to favoured brands

Prospects for sustainable packaging remain uncertain

## CATEGORY DATA

Table 47 Retail Sales of Other Hot Drinks by Category: Volume 2018-2023

Table 48 Retail Sales of Other Hot Drinks by Category: Value 2018-2023

Table 49 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023

Table 50 Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023

Table 51 NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023

Table 52 LBN Brand Shares of Other Hot Drinks: % Retail Value 2020-2023

Table 53 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028

Table 54 Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028

Table 55 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2023-2028

Table 56 □Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Hot Drinks in Malaysia

Market Direction | 2024-01-19 | 40 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	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-08"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com