

Other Hot Drinks in Malaysia

Market Direction | 2024-01-19 | 23 pages | Euromonitor

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Report description:

Overall other hot drinks saw off-trade unit prices rise rapidly for the second consecutive year in 2023. This was attributable to the price volatility of key raw materials that Malaysia is import-reliant on - that is, wheat, cocoa, sugar and dairy (skimmed milk powder). The situation was further exacerbated by the poor performance of the MYR. Players were forced to pass costs on to the consumer - for example, Nestle imposed price hikes of between 5 and 15% across its other hot drinks portfolio i...

Euromonitor International's Other 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: Flavoured Powder Drinks, Other Plant-based Hot 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 Other 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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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

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Prospective sugar tax will impact category development

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

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