

Asian Speciality Drinks in Malaysia

Market Direction | 2024-02-21 | 26 pages | Euromonitor

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Report description:

Asian speciality drinks is seeing flat off-trade volume growth, due to the category's performance in relation to unit price hikes. As Asian speciality drinks can be easily replaced by other categories, such as RTD tea, coconut and other plant waters, and still bottled water, demand is generally unstable. In addition, consumers typically tend to restrict their purchases of Asian speciality drinks to festive seasons (Hari Raya and Chinese New Year), during which they are more strongly marketed and...

Euromonitor International's Asian Speciality 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

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

Why buy this report?

- * Get a detailed picture of the Asian Speciality 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.

Table of Contents:

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

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List Of Contents And Tables

ASIAN SPECIALITY DRINKS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Limited appeal means sales in Asian speciality drinks are affected by price hikes

Small brands introduce new products to stimulate demand

Players develop strategies to boost their sales and gain share

PROSPECTS AND OPPORTUNITIES

Off-trade volume growth expected to remain sluggish over the forecast period

Sugar tax set to influence sales in Asian speciality drinks

Players likely to offer frequent promotions over the forecast period

CATEGORY DATA

Table 1 Off-trade Sales of Asian Speciality Drinks: Volume 2018-2023

Table 2 Off-trade Sales of Asian Speciality Drinks: Value 2018-2023

Table 3 Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2018-2023

Table 4 Off-trade Sales of Asian Speciality Drinks: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2020-2023

Table 9 Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of Asian Speciality Drinks: Value 2023-2028

Table 11 □Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2023-2028

SOFT DRINKS IN MALAYSIA

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 27	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 28	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 29	NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 30	LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 31	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 32	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 33	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 34	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 35	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 36	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 37	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 38	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 39	Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 40	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 41	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 42	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Malaysia

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SOURCES

Summary 1 Research Sources

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