

Bottled Water in Malaysia

Market Direction | 2024-02-21 | 29 pages | Euromonitor

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Report description:

Whilst volume sales are lower in off-trade channels compared to on-trade, bottled water is achieving positive growth. However, potential sales are suppressed by unit prices hikes, which are affecting soft drinks as a whole. Ultimately, this led to a more modest growth than it could have been - despite water supply shortages in the country pushing up essential demand for bottled water. Namely, in May 2023 an overnight system fault along Sungai Muda sent a reported million consumers in the area bu...

Euromonitor International's Bottled Water 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.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

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

Why buy this report?

- * Get a detailed picture of the Bottled Water 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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Euromonitor International
February 2024

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The recovery of tourism encourages consumption of bottled water

Players introduce new eco-friendly packaging to attract off-trade sales

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