

Carbonates in Malaysia

Market Direction | 2024-02-21 | 31 pages | Euromonitor

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Report description:

On-trade volume and fountain sales in carbonates are being supported by developments in foodservice and hospitality channels. For example, as seen with the growth of hotels in the country, such as the Hyatt Place Kuala Lumpur, INNSiDE by Melia Kuala Lumpur, and Courtyard by Marriott Melaka. Such establishments offer buffet-style fountain sales, along with on-trade sales within the hotels' restaurants, where global carbonates brands such as Coca-Cola and Pepsi are popular.

Euromonitor International's Carbonates 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: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- * Get a detailed picture of the Carbonates 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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CARBONATES IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

On-trade volume and fountain volume sales supported by foodservice and hospitality developments

Off-trade volume remains flat due to inflationary pressures and unit price hikes

Coca-Cola maintains its lead thanks to ongoing flavour innovations

PROSPECTS AND OPPORTUNITIES

Sugar tax expected to push prices up further, placing downwards pressure on carbonates sales

The boost of tourism help to improve on-trade and off-trade volume growth over the forecast period

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MARKET DATA

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