

## **Concentrates in Malaysia**

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

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### **Report description:**

Off-trade volume sales in concentrates are relatively stable, thanks to the baseline demand for liquid concentrates in households in Malaysia. Indeed, liquid concentrates are especially in demand with large families, as they are perceived to offer better value for money compared to juice, thanks to being able to serve more people when diluted. Moreover, hoteliers and foodservice operators prefer liquid concentrates which are able to serve more consumers at a lower cost (compared to juice), while...

Euromonitor International's Concentrates 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: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- \* Get a detailed picture of the Concentrates 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.

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February 2024

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