

RTD Coffee in Malaysia

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Report description:

RTD coffee is seeing fairly stable, albeit low, volume sales in both on-trade and off-trade terms. This is supported by the popularity of coffee in the country overall, with reports in mid-to-late 2023 citing Malaysia as ranked third in Asia Pacific regarding spikes in coffee consumption. However, RTD coffee also faces competition from other drinks (eg energy drinks), along with competition from hot coffee. Indeed, as a result of the high levels of coffee consumption in the country, new speciali...

Euromonitor International's RTD Coffee 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 RTD Coffee 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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2023 DEVELOPMENTS

RTD coffee faces ongoing competition from hot coffee and other soft drinks

Players leverage innovative marketing campaigns to boost brand awareness

Novelty product launches aim to catch consumers' attention

PROSPECTS AND OPPORTUNITIES

Stabilisation in sales expected due to improving economy over the forecast period

Expansion in off-trade distribution expected, as players aim to reach a wider consumer audience

Line expansions and novelty products set to continue over the forecast period

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