

RTD Tea in Malaysia

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Report description:

Fountain sales and on-trade volume growth are supported in RTD tea, in part due to the expansion of hotels in Malaysia, such as the Hyatt Place Kuala Lumpur, INNSiDE by Melia Kuala Lumpur, and Courtyard by Marriott Melaka. It has become the norm for consumers to drink RTD tea in appealing flavours, such as chrysanthemum and lemon, in foodservice channels - including hawker stalls (street stalls/kiosks) and independent limited-service restaurants, such as food courts.

Euromonitor International's RTD Tea 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 RTD Tea and Kombucha, Still RTD Tea.

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 Tea 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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Table of Contents:

RTD Tea in Malaysia
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List Of Contents And Tables

RTD TEA IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fountain and on-trade volume sales continue to flourish for RTD tea

Players create brand awareness through various marketing strategies

New product developments will keep RTD tea fresh and exciting for consumers

PROSPECTS AND OPPORTUNITIES

Healthier variants set to emerge more strongly over the forecast period

Players likely to offer frequent value-based promotions

Further reduced sugar variants and cross-category expansion expected over the forecast period

CATEGORY DATA

Table 1 Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 2 Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 3 Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 4 Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 5 Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 6 NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 7 LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 8 NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 9 LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 10 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 11 □Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 12 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 13 □Forecast Off-trade Sales of RTD Tea by Category: % 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 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

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

Table 17 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

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 (as sold) by Category: % Volume 2022

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

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Table 21 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 23 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 24 □Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 25 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 26 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 27 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 28 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 29 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 30 □NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 31 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 32 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 33 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 34 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 35 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 36 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 37 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 38 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 39 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 40 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 41 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 42 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 43 □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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