

## **Sports Drinks in Malaysia**

Market Direction | 2024-02-21 | 26 pages | Euromonitor

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### **Report description:**

Volume sales in sports drinks are being suppressed by unit price hikes for a second consecutive year. Whilst the post-pandemic landscape supports sales of sports drinks in theory, the inflationary environment is creating challenges. Within this environment, players are active in offering discounts and other promotions, such as seen with leading brand 100 Plus (from Fraser & Neave Holdings Bhd), which offers seasonal price reductions and multipacks at lower prices than individual packs. However,...

Euromonitor International's Sports Drinks 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: Reduced Sugar Sports Drinks, Regular Sports Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Sports Drinks 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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Players remain active in marketing campaigns to attract consumer attention

Fraser & Neave aims to enhance consumption occasions

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