

## **Asian Speciality Drinks in Malaysia**

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

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### **Report description:**

Asian speciality drinks is seeing flat off-trade volume growth, due to the category's performance in relation to unit price hikes. As Asian speciality drinks can be easily replaced by other categories, such as RTD tea, coconut and other plant waters, and still bottled water, demand is generally unstable. In addition, consumers typically tend to restrict their purchases of Asian speciality drinks to festive seasons (Hari Raya and Chinese New Year), during which they are more strongly marketed and...

Euromonitor International's Asian Speciality 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.

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

Why buy this report?

- \* Get a detailed picture of the Asian Speciality 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 develop strategies to boost their sales and gain share

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