

Juice in Malaysia

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

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Report description:

Off-trade volume sales are lower than those in on-trade channels in juice, albeit still remaining positive. Consumers with large families (at least four persons per household) tend to prefer liquid concentrates over juice, seeing such as offering better value for money due 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 many variants have als...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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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Slower sales seen in off-trade channels, as consumers substitute liquid concentrates for juice

Players focus on new product launches and company collaborations to stimulate demand and strengthen their penetration

PROSPECTS AND OPPORTUNITIES

Juice set to be affected by the sugar tax, with price increases expected

Competitive landscape to gradually consolidate as players target their distribution channels

Players expected to organise frequent marketing campaigns to engage with consumers

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