

Soft Drinks in Malaysia

Market Direction | 2024-02-21 | 89 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Sales of soft drinks in Malaysia are generally benefitting from the rebound of tourism and foodservice in the post-pandemic landscape. For example, fountain sales are accelerating for carbonates and RTD tea, supported by the growth of hotels in the country, such as the Hyatt Place Kuala Lumpur, INNSiDE by Melia Kuala Lumpur, and Courtyard by Marriott Melaka. However, off-trade volume sales in soft drinks overall are relatively flat, being suppressed by the surge in unit prices - notably so in ca...

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, 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 Soft 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.

Table of Contents:

Soft Drinks in Malaysia
Euromonitor International
May 2024

List Of Contents And Tables

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 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 15 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 16 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 17 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 18 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 19 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 20 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 21 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 22 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 23 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 24 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 25 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 26 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 27 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 28 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 29 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 30 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Fountain sales in Malaysia

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

On-trade volume and fountain volume sales supported by foodservice and hospitality developments

Off-trade volume remains flat due to inflationary pressures and unit price hikes

Coca-Cola maintains its lead thanks to ongoing flavour innovations

PROSPECTS AND OPPORTUNITIES

Sugar tax expected to push prices up further, placing downwards pressure on carbonates sales

The boost of tourism help to improve on-trade and off-trade volume growth over the forecast period

Gifts-with-purchase and price promotions to remain as key value-creation strategies

CATEGORY DATA

Table 31 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 32 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 33 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 34 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 35 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 36 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 37 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 38 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 39 Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

Table 40 Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023

Table 41 NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 42 LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 43 NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 44 LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 45 Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 46 Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 47 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 48 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 49 Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 50 Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

JUICE IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

CATEGORY DATA

Table 51 Off-trade Sales of Juice by Category: Volume 2018-2023

Table 52 Off-trade Sales of Juice by Category: Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 53 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 54 Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 55 NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 56 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 57 NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 58 LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 59 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 60 □Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 61 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 62 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

BOTTLED WATER IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest off-trade volumes seen, despite water supply disruptions in 2023

The recovery of tourism encourages consumption of bottled water

Players introduce new eco-friendly packaging to attract off-trade sales

PROSPECTS AND OPPORTUNITIES

Flavoured bottled water is tipped as a subcategory to watch

Ongoing water supply disruptions and tourism will support sales over the forecast period

Players are anticipated to focus on environmental responsibility to boost their image

CATEGORY DATA

Table 63 Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 64 Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 65 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 66 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 67 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 68 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 69 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 70 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 71 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 72 □Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 73 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 74 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

SPORTS DRINKS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Off-trade volumes decline as unit prices increase for a second consecutive year

Players remain active in marketing campaigns to attract consumer attention

Fraser & Neave aims to enhance consumption occasions

PROSPECTS AND OPPORTUNITIES

Brands likely to focus on rationalising distributing channels over the forecast period

Fraser & Neave will continue to forge ahead with new product developments

CATEGORY DATA

Table 75 Off-trade Sales of Sports Drinks: Volume 2018-2023

Table 76 Off-trade Sales of Sports Drinks: Value 2018-2023

Table 77 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023

Table 78 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023

Table 79 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023

Table 80 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 81 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023

Table 82 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023

Table 83 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028

Table 84 □Forecast Off-trade Sales of Sports Drinks: Value 2023-2028

Table 85 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028

Table 86 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

ENERGY DRINKS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales in energy drinks see moderate off-trade growth, as category faces competition from other soft drinks

Yee Lee Marketing tightens relationship with counterpart to strengthen brand positioning

On-and-off new products launched by small players post minimal impact

PROSPECTS AND OPPORTUNITIES

New government policy regarding Halal certification set to boost operational efficiency

Domestic companies to adopt targeted distribution of energy drinks

CATEGORY DATA

Table 87 Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 88 Off-trade Sales of Energy Drinks: Value 2018-2023

Table 89 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 90 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 91 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 92 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 93 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 94 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 95 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 96 □Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 97 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 98 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

CONCENTRATES IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Liquid concentrates receives stable demand due to events in 2023

Sales in less popular powder concentrates see flat off-trade volume growth

International brands experience competition with cheaper brands in liquid concentrates

PROSPECTS AND OPPORTUNITIES

Ongoing marketing campaigns set to attract consumers? attention in liquid concentrates

Powder concentrates players likely to refocus distribution strategies

Sugar tax likely to affect concentrates over the forecast period

CATEGORY DATA

Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 99 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 100 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 101 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 102 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 103 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 104 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 105 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 106 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 107 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 108 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 109 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 110 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 111 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 112 Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 113 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

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

Table 115 Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 116 Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 117 Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 118 Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 119 NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 120 LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 121 NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 122 LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 123 Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 124 Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 125 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 126 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

RTD COFFEE IN MALAYSIA

KEY DATA FINDINGS

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

CATEGORY DATA

Table 127 Off-trade Sales of RTD Coffee: Volume 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 128 Off-trade Sales of RTD Coffee: Value 2018-2023

Table 129 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 130 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 131 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 132 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 133 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 134 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 135 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 136 □Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 137 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 138 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

ASIAN SPECIALITY DRINKS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Limited appeal means sales in Asian speciality drinks are affected by price hikes

Small brands introduce new products to stimulate demand

Players develop strategies to boost their sales and gain share

PROSPECTS AND OPPORTUNITIES

Off-trade volume growth expected to remain sluggish over the forecast period

Sugar tax set to influence sales in Asian speciality drinks

Players likely to offer frequent promotions over the forecast period

CATEGORY DATA

Table 139 Off-trade Sales of Asian Speciality Drinks: Volume 2018-2023

Table 140 Off-trade Sales of Asian Speciality Drinks: Value 2018-2023

Table 141 Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2018-2023

Table 142 Off-trade Sales of Asian Speciality Drinks: % Value Growth 2018-2023

Table 143 NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2019-2023

Table 144 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2020-2023

Table 145 NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2019-2023

Table 146 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2020-2023

Table 147 Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2023-2028

Table 148 □Forecast Off-trade Sales of Asian Speciality Drinks: Value 2023-2028

Table 149 □Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2023-2028

Table 150 □Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2023-2028

Soft Drinks in Malaysia

Market Direction | 2024-02-21 | 89 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-08
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com