

Soft Drinks in Malaysia

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

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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.

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Fountain sales in Malaysia

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SOURCES

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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

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