

Alcoholic Drinks in Malaysia

Market Direction | 2024-07-09 | 75 pages | Euromonitor

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Report description:

Elevated rates of inflation impacted consumer spending behaviour in 2023 with locals increasingly only purchasing alcoholic drinks during price promotions, which are usually organised around festive seasons such as Chinese New Year and Christmas. Prices of alcoholic drinks had already seen significant growth in 2022 - especially wine and spirits - and thus the further price rises seen in 2023 had a significant detrimental effect on volume sales.

Euromonitor International's Alcoholic 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic 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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Table of Contents:

Alcoholic Drinks in Malaysia

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List Of Contents And Tables

ALCOHOLIC DRINKS IN MALAYSIA

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 1 Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 1 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 3 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

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

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 10 GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 11 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 12 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 13 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

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Table 14 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 15 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 16 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 3 Research Sources

BEER IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Beer sales come under pressure in 2023 as consumers face mounting economic pressures

Heineken and Carlsberg go head to head with bold new marketing campaigns focused on local pride

Craft beer emerges in the on-trade channel in 2023 with local breweries looking to get a foothold in the market

PROSPECTS AND OPPORTUNITIES

Local players expected to benefit from the government's commitment to tougher enforcement of smuggling activities

More bars and pubs likely to open as players look to drive beer sales through the on-trade channel

Unit prices could rise but Heineken and Carlsberg likely to retain their dominant position in beer

CATEGORY BACKGROUND

Lager price band methodology

Summary 4 Lager by Price Band 2023

Table 17 Number of Breweries 2018-2023

CATEGORY DATA

Table 18 Sales of Beer by Category: Total Volume 2018-2023

Table 19 Sales of Beer by Category: Total Value 2018-2023

Table 20 Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 21 Sales of Beer by Category: % Total Value Growth 2018-2023

Table 22 Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 23 Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 24 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 25 Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 26 □Sales of Beer by Craft vs Standard 2018-2023

Table 27 □GBO Company Shares of Beer: % Total Volume 2019-2023

Table 28 □NBO Company Shares of Beer: % Total Volume 2019-2023

Table 29 □LBN Brand Shares of Beer: % Total Volume 2020-2023

Table 30 □Forecast Sales of Beer by Category: Total Volume 2023-2028

Table 31 □Forecast Sales of Beer by Category: Total Value 2023-2028

Table 32 □Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028

Table 33 □Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

WINE IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

On-trade sales of wine continue to recover in 2023 but economic pressures put the brakes on growth

Off-trade volume demand experience flat growth in 2023

Wine players rationalise their portfolios and limit promotions in 2023

PROSPECTS AND OPPORTUNITIES

Wine price to grow with expected disruptions in freight route for European imports

Local distributors are predicted to expand their distribution reach while e-commerce could stake a stronger share in the market

Ongoing wine bars are anticipated to expand over the forecast period

CATEGORY DATA

Table 34 Sales of Wine by Category: Total Volume 2018-2023

Table 35 Sales of Wine by Category: Total Value 2018-2023

Table 36 Sales of Wine by Category: % Total Volume Growth 2018-2023

Table 37 Sales of Wine by Category: % Total Value Growth 2018-2023

Table 38 Sales of Wine by Off-trade vs On-trade: Volume 2018-2023

Table 39 Sales of Wine by Off-trade vs On-trade: Value 2018-2023

Table 40 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 41 Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023

Table 42 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023

Table 43 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2018-2023

Table 44 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023

Table 45 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2018-2023

Table 46 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 47 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 48 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023

Table 49 □GBO Company Shares of Champagne: % Total Volume 2019-2023

Table 50 □NBO Company Shares of Champagne: % Total Volume 2019-2023

Table 51 □LBN Brand Shares of Champagne: % Total Volume 2020-2023

Table 52 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 53 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 54 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023

Table 55 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 56 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 57 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023

Table 58 □GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 59 □NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 60 □LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023

Table 61 □Forecast Sales of Wine by Category: Total Volume 2023-2028

Table 62 □Forecast Sales of Wine by Category: Total Value 2023-2028

Table 63 □Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028

Table 64 □Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

SPIRITS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price rises dampen demand for spirits in 2023

High-end products add interest to the market but shochu/soju remains a more significant sales driver

Players experience significant challenges in 2023 as demand falls and government introduces new import restrictions

PROSPECTS AND OPPORTUNITIES

New taxes could impact some entertainment venues but developing cocktail culture could present new sales opportunities

Increase in international tourist arrivals should boost on-trade sales of spirits

New shopping present new sales opportunities while increasing demand likely to lead to fiercer competition

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 5 Benchmark Brands 2023

CATEGORY DATA

Table 65 Sales of Spirits by Category: Total Volume 2018-2023

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Table 66 Sales of Spirits by Category: Total Value 2018-2023
Table 67 Sales of Spirits by Category: % Total Volume Growth 2018-2023
Table 68 Sales of Spirits by Category: % Total Value Growth 2018-2023
Table 69 Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023
Table 70 Sales of Spirits by Off-trade vs On-trade: Value 2018-2023
Table 71 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 72 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023
Table 73 Sales of Dark Rum by Price Platform: % Total Volume 2018-2023
Table 74 □Sales of White Rum by Price Platform: % Total Volume 2018-2023
Table 75 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2018-2023
Table 76 □Sales of English Gin by Price Platform: % Total Volume 2018-2023
Table 77 □Sales of Vodka by Price Platform: % Total Volume 2018-2023
Table 78 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2018-2023
Table 79 □GBO Company Shares of Spirits: % Total Volume 2019-2023
Table 80 □NBO Company Shares of Spirits: % Total Volume 2019-2023
Table 81 □LBN Brand Shares of Spirits: % Total Volume 2020-2023
Table 82 □Forecast Sales of Spirits by Category: Total Volume 2023-2028
Table 83 □Forecast Sales of Spirits by Category: Total Value 2023-2028
Table 84 □Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028
Table 85 □Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

CIDER/PERRY IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cider/perry struggles due to price rises and competition from other products in 2023

Non-alcoholic cider/perry fails to take off

Competition heats up in 2023 despite declining sales

PROSPECTS AND OPPORTUNITIES

Cider/perry producers expected to target on-trade outlets with tourism numbers set to swell

Heineken and Luen Heng Agency may need to adopt new strategies to challenge Carlsberg's dominance

Off-trade volume sales set to struggle for growth due to high prices

CATEGORY DATA

Table 86 Sales of Cider/Perry: Total Volume 2018-2023

Table 87 Sales of Cider/Perry: Total Value 2018-2023

Table 88 Sales of Cider/Perry: % Total Volume Growth 2018-2023

Table 89 Sales of Cider/Perry: % Total Value Growth 2018-2023

Table 90 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2018-2023

Table 91 Sales of Cider/Perry by Off-trade vs On-trade: Value 2018-2023

Table 92 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 93 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2018-2023

Table 94 GBO Company Shares of Cider/Perry: % Total Volume 2019-2023

Table 95 □NBO Company Shares of Cider/Perry: % Total Volume 2019-2023

Table 96 □LBN Brand Shares of Cider/Perry: % Total Volume 2020-2023

Table 97 □Forecast Sales of Cider/Perry: Total Volume 2023-2028

Table 98 □Forecast Sales of Cider/Perry: Total Value 2023-2028

Table 99 □Forecast Sales of Cider/Perry: % Total Volume Growth 2023-2028

Table 100 □Forecast Sales of Cider/Perry: % Total Value Growth 2023-2028

RTDS IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTDs experiences declining sales in off-trade and on-trade volume terms in 2023

RTDs struggling to attract investment with leading players focusing on other areas of their businesses

Leading players limit marketing investments

PROSPECTS AND OPPORTUNITIES

On-trade volume sales expected to stabilise but growth opportunities appear limited

Off-trade volume sales projected to decline due to lack of interest

More Korean brands could enter the market while players could focus on the low alcohol content as a key selling point

CATEGORY DATA

Table 101 Sales of RTDs by Category: Total Volume 2018-2023

Table 102 Sales of RTDs by Category: Total Value 2018-2023

Table 103 Sales of RTDs by Category: % Total Volume Growth 2018-2023

Table 104 Sales of RTDs by Category: % Total Value Growth 2018-2023

Table 105 Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023

Table 106 Sales of RTDs by Off-trade vs On-trade: Value 2018-2023

Table 107 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 108 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023

Table 109 GBO Company Shares of RTDs: % Total Volume 2019-2023

Table 110 □NBO Company Shares of RTDs: % Total Volume 2019-2023

Table 111 □LBN Brand Shares of RTDs: % Total Volume 2020-2023

Table 112 □Forecast Sales of RTDs by Category: Total Volume 2023-2028

Table 113 □Forecast Sales of RTDs by Category: Total Value 2023-2028

Table 114 □Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028

Table 115 □Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

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