

## **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.

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RTDS IN MALAYSIA

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## KEY DATA FINDINGS

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