

Spirits in Malaysia

Market Direction | 2024-07-09 | 32 pages | Euromonitor

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Report description:

2023 was a difficult year for spirits with sales declining sharply in on-trade volume terms and stagnating in off-trade volume terms. High inflation and a weakening of the Malaysian ringgit manifests led to a significant increase in the prices of spirits in 2023, with this coming off the back of significant price growth in 2022. These price rises combined with a general increase in the cost of living pushed consumers to cut back on spending on spirits. For those consumers which continued to buy...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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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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

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