

Carbonates in Malaysia

Market Direction | 2024-12-02 | 34 pages | Euromonitor

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Report description:

During 2024 carbonates in Malaysia saw strong on-trade volume growth, supported by increased dining out by local consumers with the resumption of mobile lifestyles and the return to the office in the post-Coronavirus (COVID-19) period. Carbonates, considered staple offerings in the foodservice channel, are popular particularly in casual dining settings.

Euromonitor International's Carbonates 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: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- * Get a detailed picture of the Carbonates 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:

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List Of Contents And Tables

CARBONATES IN MALAYSIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

On-trade and fountain sales see strong volume growth, while off-trade volume sales drop
Constant new product development is key to success as a shift towards functional offerings is observed
Sustainability gains traction in carbonates

PROSPECTS AND OPPORTUNITIES

Hike in excise duty for sugary drinks may hinder carbonates, especially in the off-trade channel
Tourism and Karaoke bode well for carbonates consumption
Growing appreciation for health-orientated carbonates in Malaysia

CATEGORY DATA

- Table 1 Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024
- Table 2 Off-trade vs On-trade Sales of Carbonates: Value 2019-2024
- Table 3 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024
- Table 4 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024
- Table 5 Off-trade Sales of Carbonates by Category: Volume 2019-2024
- Table 6 Off-trade Sales of Carbonates by Category: Value 2019-2024
- Table 7 Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024
- Table 8 Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024
- Table 9 Total Sales of Carbonates by Fountain On-trade: Volume 2019-2024
- Table 10 □Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2019-2024
- Table 11 □NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024
- Table 12 □LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024
- Table 13 □NBO Company Shares of Off-trade Carbonates: % Value 2020-2024
- Table 14 □LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024
- Table 15 □Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029
- Table 16 □Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029
- Table 17 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029
- Table 18 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029
- Table 19 □Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2024-2029
- Table 20 □Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2024-2029

SOFT DRINKS IN MALAYSIA

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

- Table 21 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 22	Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
Table 23	Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
Table 24	Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
Table 25	Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
Table 26	Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
Table 27	Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
Table 28	Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
Table 29	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
Table 30	□Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
Table 31	□Off-trade Sales of Soft Drinks by Category: Value 2019-2024
Table 32	□Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
Table 33	□Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
Table 34	□Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
Table 35	□NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024
Table 36	□LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024
Table 37	□NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024
Table 38	□LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024
Table 39	□NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
Table 40	□LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
Table 41	□NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
Table 42	□LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
Table 43	□Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
Table 44	□Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
Table 45	□Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
Table 46	□Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
Table 47	□Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
Table 48	□Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
Table 49	□Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
Table 50	□Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
Table 51	□Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
Table 52	□Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
Table 53	□Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
Table 54	□Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
Table 55	□Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
Table 56	□Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

APPENDIX

Fountain sales in Malaysia

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SOURCES

Summary 1 Research Sources

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