

## **Energy Drinks in Malaysia**

Market Direction | 2024-12-02 | 30 pages | Euromonitor

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### **Report description:**

Energy drinks in Malaysia continued to see a modest increase in off-trade volume sales in 2024, with slightly faster on-trade growth. However, the increase in on-trade volume terms is significantly slower than in 2023. In Malaysia, energy drinks has a fairly limited consumer audience, and faces strong competition from other soft drinks. In a more positive light, the revival of domestic and international travel in the post-Coronavirus (COVID-19) period has generated sales via forecourt retailers...

Euromonitor International's Energy 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: Reduced Sugar Energy Drinks, Regular Energy 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 Energy 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:

Energy Drinks in Malaysia  
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List Of Contents And Tables

### ENERGY DRINKS IN MALAYSIA

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

New product development and innovation are key competitive tools for energy drinks

Strong partnerships reinforce brand positioning and visibility

Halal certification to ease doubts among the Muslim-majority population

#### PROSPECTS AND OPPORTUNITIES

Urbanisation effects to foster a demand for energy-boosting products

Interactive marketing campaigns to create customer engagement and propel demand

Players to shift distribution to improve competitiveness

#### CATEGORY DATA

Table 1 Off-trade Sales of Energy Drinks: Volume 2019-2024

Table 2 Off-trade Sales of Energy Drinks: Value 2019-2024

Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2019-2024

Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2019-2024

Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2024

Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2021-2024

Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2020-2024

Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2021-2024

Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2024-2029

Table 10 □Forecast Off-trade Sales of Energy Drinks: Value 2024-2029

Table 11 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029

Table 12 □Forecast Off-trade Sales of Energy Drinks: % Value 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 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

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|          |                                                                                                 |
|----------|-------------------------------------------------------------------------------------------------|
| Table 21 | Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024                              |
| Table 22 | Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024                     |
| Table 23 | Off-trade Sales of Soft Drinks by Category: Value 2019-2024                                     |
| Table 24 | Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024                            |
| Table 25 | Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024                               |
| Table 26 | Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024                      |
| Table 27 | NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024                               |
| Table 28 | LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024                                 |
| Table 29 | NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024                            |
| Table 30 | LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024                              |
| Table 31 | NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024                           |
| Table 32 | LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024                             |
| Table 33 | NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024                                  |
| Table 34 | LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024                                    |
| Table 35 | Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024     |
| Table 36 | Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024            |
| Table 37 | Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024                   |
| Table 38 | Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024           |
| Table 39 | Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029          |
| Table 40 | Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029 |
| Table 41 | Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029                 |
| Table 42 | Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029        |
| Table 43 | Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029                     |
| Table 44 | Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029            |
| Table 45 | Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029                            |
| Table 46 | Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029                   |
| Table 47 | Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029                      |
| Table 48 | 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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