

## **Juice in Malaysia**

Market Direction | 2024-12-02 | 33 pages | Euromonitor

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### **Report description:**

During 2024 off-trade volume sales of juice in Malaysia experienced a marginal growth trajectory amid price-sensitive consumer behaviours as well as a related strong substitution trend. Juice in Malaysia continues to face strong substitution risks from other soft drinks categories, especially concentrates. Concentrates are far more economical than juice products as they can be diluted for multiple servings. For instance, the leading concentrates brand, Barkath Co-Ro's Sunquick, has a high diluti...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars.

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

Why buy this report?

- \* Get a detailed picture of the Juice 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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