

RTD Coffee in Malaysia

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Report description:

Having seen strong rebounds in 2022, RTD coffee in Malaysia continued to see a slowdown in off- and on-trade volume growth in 2024. On- and off-trade current value growth also slowed, although growth rates remained strong amid persistent inflationary pressure. Consumers, especially in on-trade settings, tended to gravitate towards freshly brewed coffee rather than RTD coffee, prioritising quality and freshness. They increasingly focused on the overall coffee experience and taste and became willi...

Euromonitor International's RTD Coffee 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.

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

Why buy this report?

- * Get a detailed picture of the RTD Coffee 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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RTD COFFEE IN MALAYSIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Greater appreciation of quality and taste in coffee limits RTD coffee's volume growth potential
Packaging refreshes, product reformulation and unique marketing campaigns keep consumers engaged
Digital marketing is key to consumer engagement and audience reach

PROSPECTS AND OPPORTUNITIES

New entrants may add dynamism yet saturate the competitive landscape of RTD coffee
New product developments to continue to spark excitement among consumers
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