

## **Sports Drinks in Malaysia**

Market Direction | 2024-12-02 | 29 pages | Euromonitor

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### **Report description:**

During 2024 on-trade volume sales of sports drinks in Malaysia enjoyed further fast growth, albeit from a low base. Nonetheless, the awareness of and demand for sports drinks benefited from increased accessibility in cafes and restaurants, especially outlets focused on health-orientated menus. Thus, sports drinks are increasingly prevalent in foodservice settings, enhancing convenience for consumers who can purchase them on the go. Moreover, many fitness centres are providing cafes or restaurant...

Euromonitor International's Sports 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 Sports Drinks, Regular Sports 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 Sports 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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Euromonitor International  
December 2024

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Repositioning aims to broaden the use and appeal of 100 Plus  
"Spend-and-Win" contests and sponsorships remain key strategies

**PROSPECTS AND OPPORTUNITIES**

Malaysia's route to becoming a "Sporting Nation" by 2025 offers growth opportunities for sports drinks  
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