



Euromonitor  
International

# Coffee in Malaysia

November 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Rising prices hamper volume growth, but fresh coffee still performs well

### INDUSTRY PERFORMANCE

Retail sales impacted by rising prices and competition from foodservice

Fresh coffee benefits from habit persistence and new launches

### WHAT'S NEXT?

Fresh ground coffee pods anticipated to be a growth driver

Strategies to address the rising price of coffee beans

Challenges expected from the competition from foodservice, and potential tax rises

### COMPETITIVE LANDSCAPE

Nestlé maintains its lead, but its share declines for another year

Innovation helps drive growth for Luigi Lavazza

### CHANNELS

Hypermarkets dominates due to the wide product range available

Supermarkets extends its share due to convenience and affordable pricing

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## EXECUTIVE SUMMARY

Price rises limit volume growth, while the health trend is particularly evident in tea

## KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Continued price rises drive retail value growth and volume decline

Opportunities remain for premium variants

Tea sees the best performance due to lower price rises and health benefits

Sustainability is a growing trend in hot drinks

### WHAT'S NEXT?

Growth is anticipated, with a move towards healthier products expected

Instant coffee mixes to see growth despite potential challenges due to demand for convenience

A focus on promotions likely, to encourage consumers to purchase

## COMPETITIVE LANDSCAPE

Nestlé's sales return to growth thanks to new launches, but its share continues to decline

Omnichannel strategy and new launches drive growth for Luigi Lavazza

Product launches and switches drive solid growth for Boh Plantations

## CHANNELS

Small local grocers dominates distribution in value terms, but hypermarkets in volume terms

Supermarkets performs well due to outlet openings and increasing footfall

Foodservice share of volume sales continues to rise

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