



Euromonitor  
International

# Concentrates in Malaysia

November 2025

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## Concentrates in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Economic appeal drives growth amidst evolving tax and health landscape

#### INDUSTRY PERFORMANCE

Economic appeal drives growth amidst rising tax pressures

Liquid concentrates drives growth, bolstered by Vimto's strategic entry

#### WHAT'S NEXT?

Health concerns to drive innovation in packaging and trade strategy

AI set to boost efficiency in the concentrates supply chain

Concentrates will brace for higher sugar tax, driving reformulation efforts

#### COMPETITIVE LANDSCAPE

Sunquick leads concentrates with quality and creative engagement

Boh Plantations navigates the sugar tax, while the smallest brands see dynamic growth

#### CHANNELS

Small local grocers leads, but supermarkets intensifies the competition

Supermarkets attract shoppers of concentrates with wide range and promotions

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## Soft Drinks in Malaysia - Industry Overview

### EXECUTIVE SUMMARY

Navigating rising costs and the health trend in soft drinks

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Inflation and sugar tax limit the growth of soft drinks in 2025

On-trade growth as consumers indulge and tourist arrivals rise

Soft drinks sees innovation drive youth engagement amidst off-trade slowdown

## WHAT'S NEXT?

Government aid and health trend expected to drive stable growth in soft drinks

Sugar tax pressures to reshape soft drinks, with focus on reformulation

Tourists will prioritise safety, driving demand for bottled water and coconut water

## COMPETITIVE LANDSCAPE

F&N maintains its lead in soft drinks, leveraging diverse portfolio against rising costs

Local sourcing, broad distribution, and engaging campaigns propel dynamism for Kara Marketing

## CHANNELS

Small local grocers maintains its lead amidst intensifying channel competition

Convenience stores, forecourt retailers, and supermarkets see distribution growth

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