



Soft Drinks in Malaysia

December 2024

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Bottled Water in Malaysia

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Flavoured bottled water gains popularity amid the health and wellness trend as new players enter the fray
New products and distribution developments support the high per capita consumption of bottled water in Malaysia
Strong tourism rebound promises growth opportunities for bottled water

PROSPECTS AND OPPORTUNITIES

Water supply disruption ramps-up the demand for bottled water and pressure for eco-friendly packaging solutions to mitigate sustainability issues
Population growth, a rising number of households, improving consumer purchasing power and tourists to push the consumption of bottled water
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Carbonates in Malaysia

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On-trade and fountain sales see strong volume growth, while off-trade volume sales drop
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PROSPECTS AND OPPORTUNITIES

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Concentrates in Malaysia

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Brands with strong positioning consolidate their leadership

PROSPECTS AND OPPORTUNITIES

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Juice in Malaysia

KEY DATA FINDINGS

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Key players engage in distribution strategies to expand their reach and engender brand loyalty

PROSPECTS AND OPPORTUNITIES

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RTD Coffee in Malaysia

KEY DATA FINDINGS

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Digital marketing is key to consumer engagement and audience reach

PROSPECTS AND OPPORTUNITIES

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RTD Tea in Malaysia

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Sports Drinks in Malaysia

KEY DATA FINDINGS

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“Spend-and-Win” contests and sponsorships remain key strategies

PROSPECTS AND OPPORTUNITIES

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Asian Speciality Drinks in Malaysia

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Price promotions prove an effective strategy to stimulate interest and large purchases
Marketing efforts and product innovation are key ways to gain a competitive edge

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