



Euromonitor  
International

# Tea in Malaysia

November 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Tea performs well as it is affordable and is perceived as healthy

### INDUSTRY PERFORMANCE

A variety of factors ensure continued growth for tea in Malaysia

The health properties of green tea maintain its dynamic rising trend

### WHAT'S NEXT?

Tea likely to benefit from a switch from pricier coffee, and from its health benefits

Aid programmes anticipated to continue and help maintain growth

Sustainability initiatives anticipated to continue to expand

### COMPETITIVE LANDSCAPE

Boh Plantations extends its lead in tea thanks to its long history and new products

Dynamic growth for green tea leads Odani Kokufun to see strong growth

### CHANNELS

Hypermarkets and small local grocers together dominate sales of tea

Convenience stores sees the most dynamic growth due to outlet expansion

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## Hot Drinks in Malaysia - Industry Overview

### 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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