



Euromonitor
International

RTD Tea in Malaysia

November 2025

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RTD Tea in Malaysia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

A landscape of health-driven innovation and competitive dynamics

INDUSTRY PERFORMANCE

Health trend, tourism, and product launches fuel moderate growth for RTD tea

Health concerns drive reduced sugar still RTD tea to extend its dominance

WHAT'S NEXT?

RTD tea set to see dynamic growth, driven by demand for healthy soft drinks

New products and global partnerships to drive the evolution of RTD tea

Higher sugar tax fuels competition and strategic shifts in reduced sugar RTD tea

COMPETITIVE LANDSCAPE

Fraser & Neave leads RTD tea with diverse portfolio and strategic marketing

Ace Canning and Pokka Ace see dynamic growth through affordability

CHANNELS

Small local grocers leads RTD tea distribution through proximity and value

Forecourt retailers is the most dynamic channel, catering to on-the-go demand

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COUNTRY REPORTS DISCLAIMER

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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