Other Hot Drinks in Malaysia

November 2025

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Other Hot Drinks in Malaysia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising prices and health concerns limit growth, but opportunities still remain

INDUSTRY PERFORMANCE

Retail values rise, but retail volume sales fall as consumers switch to other beverages

Foodservice volumes continue to see a dynamic increase as consumers switch channels

Even the best-performing category, other plant-based hot drinks, fails to see volume growth

WHAT'S NEXT?

Growth anticipated as consumers seek nutritious products, and as Nestlé rebounds

New product launches and expansion of convenience stores set to drive growth

Other plant-based hot drinks likely to benefit from growing health awareness

COMPETITIVE LANDSCAPE

Nestlé sees a slight share rebound and maintains its dominance

Quaker benefits from its health initiative and associated rewards programme

CHANNELS

Hypermarkets offer a wide product range and run marketing campaigns

Supermarkets sees the best performance due to price promotions

CATEGORY DATA

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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

MARKET DATA

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SOURCES

- Company Profiles: Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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