



Euromonitor
International

Sports Drinks in Malaysia

November 2025

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[Sports Drinks in Malaysia - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising prices lead to greater consumer caution and volume decline

INDUSTRY PERFORMANCE

Rising prices and the resultant switch to other soft drinks prevents volume growth

The growth of reduced sugar sports drinks cannot prevent overall decline

WHAT'S NEXT?

Rising health awareness and price stabilisation expected to drive a return to growth

Companies will respond to increasing consumer demand for sustainable options

Potential competition for Fraser & Neave in reduced sugar sports drinks

COMPETITIVE LANDSCAPE

Catering to everyday hydration allows Fraser & Neave to maintain its dominance

Etika Beverages sees a better volume performance

CHANNELS

Small local grocers and hypermarkets remain stable in the leading positions

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EXECUTIVE SUMMARY

Navigating rising costs and the health trend in soft drinks

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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

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Small local grocers maintains its lead amidst intensifying channel competition

Convenience stores, forecourt retailers, and supermarkets see distribution growth

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