



Euromonitor
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Rtds in Malaysia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTDs faces headwinds amidst shifting consumer preferences and competitive pressures
RTD brands struggle to scale amid stiff competition and low consumer awareness
Hypermarkets remain the leading channel for RTDs due to wider product availability

PROSPECTS AND OPPORTUNITIES

Makgeolli-based RTD is gaining popularity amid Korean cultural influences and health-conscious trends
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Alcoholic Drinks in Malaysia - Industry Overview

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- Retail developments
- On-trade vs off-trade split
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- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

TAXATION AND DUTY LEVIES

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DISCLAIMER

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