

# Alcoholic Drinks in Malaysia

June 2023

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# Alcoholic Drinks in Malaysia

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## DISCLAIMER

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# Beer in Malaysia

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Domestic mid-priced lager flourishes in 2022

Heineken and Carlsberg cement their dominance through new product development and revamped packaging in 2022 Aggressive marketing campaigns introduced to stimulate demand in 2022

# PROSPECTS AND OPPORTUNITIES

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# PROSPECTS AND OPPORTUNITIES

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# PROSPECTS AND OPPORTUNITIES

Mixed fortunes predicted for spirits but with an overall positive outlook Existing players are likely to organise seasonal marketing campaigns to stimulate demand over the forecast period Existing players are expected to expand brand varieties over the forecast period

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# Wine in Malaysia

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## PROSPECTS AND OPPORTUNITIES

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