

Beer in Malaysia

June 2023

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2022 DEVELOPMENTS

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

Beer is expected to see strong total volume growth over the forecast period

Players are predicted to expand product portfolio over the forecast period

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