

# Coffee in Malaysia

January 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Demand for high-quality coffee rises as consumer tastes become more sophisticated

Aggressive new product launches boost demand in 2023

Players grapple with a tough operational environment

### PROSPECTS AND OPPORTUNITIES

New regulation anticipated for forecast period, while production costs will keep on rising and e-commerce expands

Players to focus on strategy in bid to maintain profit margins, as consumers continue to shift towards premium options

Expansion of health-positioned variants

### CATEGORY DATA

Table 1 - Retail Sales of Coffee by Category: Volume 2018-2023

Table 2 - Retail Sales of Coffee by Category: Value 2018-2023

Table 3 - Retail Sales of Coffee by Category: % Volume Growth 2018-2023

Table 4 - Retail Sales of Coffee by Category: % Value Growth 2018-2023

Table 5 - Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2018-2023

Table 6 - NBO Company Shares of Coffee: % Retail Value 2019-2023

Table 7 - LBN Brand Shares of Coffee: % Retail Value 2020-2023

Table 8 - Forecast Retail Sales of Coffee by Category: Volume 2023-2028

Table 9 - Forecast Retail Sales of Coffee by Category: Value 2023-2028

Table 10 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2023-2028

Table 11 - Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

## Hot Drinks in Malaysia - Industry Overview

### EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

### MARKET DATA

Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023

Table 13 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023

Table 14 - Retail Sales of Hot Drinks by Category: Volume 2018-2023

Table 15 - Retail Sales of Hot Drinks by Category: Value 2018-2023

Table 16 - Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 17 - Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023

Table 18 - Foodservice Sales of Hot Drinks by Category: Volume 2018-2023

Table 19 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 20 - Total Sales of Hot Drinks by Category: Total Volume 2018-2023

Table 21 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023

Table 22 - NBO Company Shares of Hot Drinks: % Retail Value 2019-2023

Table 23 - LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023

Table 24 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023

Table 25 - Retail Distribution of Hot Drinks by Format: % Volume 2018-2023

Table 26 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2023

Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028

Table 28 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 30 - Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 32 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 34 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 35 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 36 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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