

# Other Hot Drinks in Malaysia

January 2024

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## Other Hot Drinks in Malaysia - Category analysis

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Off-trade unit prices continue to rise in 2023 as modern grocery retailing enjoys expansion

Off-trade volume growth slows in response to product price hikes, with other plant-based hot drinks rising fastest, while on-trade sales still lag Players attempt to boost image with marketing strategies, while Milo remains dominant brand

## PROSPECTS AND OPPORTUNITIES

Prospective sugar tax will impact category development

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