

Rtds in Malaysia

June 2023

Table of Contents

Rtds in Malaysia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wine-based RTDs enjoy strongest total volume growth in 2022

Spirit-based RTDs struggles to take off in 2022

International brand enters RTDs to compete with locally produced brand in 2022

PROSPECTS AND OPPORTUNITIES

Wine-based RTDs is predicted to rebound over the forecast period

Spirit-based RTDs is expected to see total volume to grow slowly over the forecast period

Newly opened foodservice outlets could push demand for RTDs over the forecast period

CATEGORY DATA

- Table 1 Sales of RTDs by Category: Total Volume 2017-2022
- Table 2 Sales of RTDs by Category: Total Value 2017-2022
- Table 3 Sales of RTDs by Category: % Total Volume Growth 2017-2022
- Table 4 Sales of RTDs by Category: % Total Value Growth 2017-2022
- Table 5 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022
- Table 6 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022
- Table 7 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022
- Table 8 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022
- Table 9 GBO Company Shares of RTDs: % Total Volume 2018-2022
- Table 10 NBO Company Shares of RTDs: % Total Volume 2018-2022
- Table 11 LBN Brand Shares of RTDs: % Total Volume 2019-2022
- Table 12 Forecast Sales of RTDs by Category: Total Volume 2022-2027
- Table 13 Forecast Sales of RTDs by Category: Total Value 2022-2027
- Table 14 Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027
- Table 15 Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

Alcoholic Drinks in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 16 - Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

- Table 18 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022
- Table 19 Sales of Alcoholic Drinks by Category: Total Value 2017-2022
- Table 20 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022
- Table 21 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022
- Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022
- Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022
- Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022
- Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022
- Table 26 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022
- Table 27 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022
- Table 28 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022
- Table 29 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027
- Table 30 Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027
- Table 31 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027
- Table 32 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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SOURCES

Summary 2 - Research Sources

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