



Euromonitor
International

Tea in Malaysia

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea performs well as it is affordable and is perceived as healthy

INDUSTRY PERFORMANCE

A variety of factors ensure continued growth for tea in Malaysia

The health properties of green tea maintain its dynamic rising trend

WHAT'S NEXT?

Tea likely to benefit from a switch from pricier coffee, and from its health benefits

Aid programmes anticipated to continue and help maintain growth

Sustainability initiatives anticipated to continue to expand

COMPETITIVE LANDSCAPE

Boh Plantations extends its lead in tea thanks to its long history and new products

Dynamic growth for green tea leads Odani Kokufun to see strong growth

CHANNELS

Hypermarkets and small local grocers together dominate sales of tea

Convenience stores sees the most dynamic growth due to outlet expansion

CATEGORY DATA

Table 1 - Retail Sales of Tea by Category: Volume 2020-2025

Table 2 - Retail Sales of Tea by Category: Value 2020-2025

Table 3 - Retail Sales of Tea by Category: % Volume Growth 2020-2025

Table 4 - Retail Sales of Tea by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Tea: % Retail Value 2021-2025

Table 6 - LBN Brand Shares of Tea: % Retail Value 2022-2025

Table 7 - Forecast Retail Sales of Tea by Category: Volume 2025-2030

Table 8 - Forecast Retail Sales of Tea by Category: Value 2025-2030

Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

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Hot Drinks in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Price rises limit volume growth, while the health trend is particularly evident in tea

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Continued price rises drive retail value growth and volume decline

Opportunities remain for premium variants

Tea sees the best performance due to lower price rises and health benefits

Sustainability is a growing trend in hot drinks

WHAT'S NEXT?

Growth is anticipated, with a move towards healthier products expected

Instant coffee mixes to see growth despite potential challenges due to demand for convenience

A focus on promotions likely, to encourage consumers to purchase

COMPETITIVE LANDSCAPE

Nestlé's sales return to growth thanks to new launches, but its share continues to decline

Omnichannel strategy and new launches drive growth for Luigi Lavazza

Product launches and switches drive solid growth for Boh Plantations

CHANNELS

Small local grocers dominates distribution in value terms, but hypermarkets in volume terms

Supermarkets performs well due to outlet openings and increasing footfall

Foodservice share of volume sales continues to rise

MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025

Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025

Table 13 - Retail Sales of Hot Drinks by Category: Volume 2020-2025

Table 14 - Retail Sales of Hot Drinks by Category: Value 2020-2025

Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025

Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025

Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025

Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025

Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025

Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025

Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025

Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025

Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025

Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030

Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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