



Euromonitor
International

Spirits in Malaysia

September 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spirits Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Spirits

INDUSTRY PERFORMANCE

Affluent Consumers Shift to Affordable Brands Amid Rising Costs

Other Spirits Dominates as Consumers Seek Value over Premium Options

Chart 2 - Increasing Demand for Multi-Sensory Drinking Experiences at Home

Don Don Donki Drives Diy Cocktail Trend among Young Adult Drinkers

Chart 3 - Volume Sales 2020-2030

Chart 4 - Volume Sales by Category 2025

WHAT'S NEXT?

Grocery Retailers to Expand Portfolios as Operational Costs Ease

Ongoing Development of Cocktail Culture

Chart 5 - Forecast Volume Sales 2020-2030

Chart 6 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 7 - Analyst Insight for Spirits

Moët Hennessy Diageo Malaysia Sdn Bhd Rises to the Top

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Small Local Grocers Shapes Brand Choices through Personalised Advice

Physical Stores Retain Advantage as Shoppers Seek In-Person Guidance

PRODUCTS

Chart 10 - Jinro Lemon Launched in 2025

Muihua Captures Young Consumers with Jinro Flavour Launches

Don Don Donki Drives At-Home Cocktail Trend among Young Adults

Heineken Malaysia Crosses Categories with Tiger Soju Lager for New Occasions

ECONOMIC CONTEXT

Chart 11 - Economic Context for Spirits

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Spirits

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Alcoholic Drinks in Malaysia - Industry Overview

EXECUTIVE SUMMARY

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Carlsberg and Heineken Raise Prices as Consumers Trade Down

Tariff and Tax Changes Shift Demand to Affordable Imports

Chart 18 - Imports Impacted by New Tax Regimes

Population Decline and Cautious Spending Limit Future Demand

Chart 19 - Volume Sales 2020-2030

Chart 20 - Volume Sales by Category 2025

WHAT'S NEXT?

Foodservice Operators Widen Drink Offerings as Cost Pressures Ease

Chart 21 - Beer Dominates Alcoholic Drinks Volumes in Malaysia

Beer to Sustain Dominance as Retailers and On-Trade Adapt to Price Sensitivity

On-Trade Channel Pivots to Small Servings and Premium Experiences as Excise Duties Reshape Consumer Choices

Chart 22 - Forecast Volume Sales 2020-2030

Chart 23 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 24 - Analyst Insight for Alcoholic Drinks

Heineken and Carlsberg Dominate as Consumers Trade Down

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Hypermarkets Leverages Festive Promotions to Boost Sales and Drive Footfall

Retailers Capture Price-Sensitive Shoppers as Cost Pressures Intensify

E-Commerce Growth Stunted by Delivery Costs and Shopper Preferences for In-Store Advice

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 27 - Economic Context for Alcoholic Drinks

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Alcoholic Drinks

Chart 31 - Population 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/spirits-in-malaysia/report.