



Euromonitor
International

Energy Drinks in Malaysia

November 2025

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Energy Drinks in Malaysia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Urbanisation, competition, and distribution innovation shape energy drinks

INDUSTRY PERFORMANCE

More affordable product launch contributes to growth for energy drinks

Regular energy drinks drives sales and growth

WHAT'S NEXT?

Urbanisation to fuel steady growth in energy drinks, but competitive pressures mount

Tech-enhanced vending and multipacks set to reshape energy drinks retail

Sugar tax surge may prompt consumer shift and impact marketing

COMPETITIVE LANDSCAPE

Red Bull leads thanks to a blend of quality, distribution, and strategic engagement

Yee Lee Marketing drives dynamism but Power Root aims to challenge shelf dominance

CHANNELS

Accessibility and multipacks drive sales of energy drinks in small local grocers

Vending is the most dynamic distribution channel amidst retail cost pressures

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EXECUTIVE SUMMARY

Navigating rising costs and the health trend in soft drinks

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Inflation and sugar tax limit the growth of soft drinks in 2025

On-trade growth as consumers indulge and tourist arrivals rise

Soft drinks sees innovation drive youth engagement amidst off-trade slowdown

WHAT'S NEXT?

Government aid and health trend expected to drive stable growth in soft drinks

Sugar tax pressures to reshape soft drinks, with focus on reformulation

Tourists will prioritise safety, driving demand for bottled water and coconut water

COMPETITIVE LANDSCAPE

F&N maintains its lead in soft drinks, leveraging diverse portfolio against rising costs

Local sourcing, broad distribution, and engaging campaigns propel dynamism for Kara Marketing

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Convenience stores, forecourt retailers, and supermarkets see distribution growth

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