

# Fine Wines/Champagne and Spirits in Malaysia

October 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Fine wines/Champagne and spirits seeing strong growth as consumers start socialising again

Luxury spirits is the largest subcategory in terms of value sales in the last year of the review period

Pernod Ricard Malaysia Sdn Bhd is the number one company in fine wines/champagne and spirits in 2022

### PROSPECTS AND OPPORTUNITIES

Positive outlook for the forecast period for fine wines/Champagne and spirits

Fine wines is expected to see the fastest percentage CAGR rise during forecast period

E-commerce set to play a more prominent role in sales of fine wines/Champagne and spirits

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