

Concentrates in Malaysia

November 2022

Table of Contents

Concentrates in Malaysia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

At-home consumption experiences flat off-trade volume growth in 2022, as consumers return to out-of-home activities

Liquid concentrates sees higher demand than powder variants in both on-trade and off-trade terms

International and domestic players use different competitive strategies

PROSPECTS AND OPPORTUNITIES

Demand for concentrates is likely to improve slightly over the forecast period, although this will taper in the later years

Sugar tax set to reach concentrates over the forecast period, as the number of affected items increases

All players are anticipated to organise marketing campaigns to create brand awareness

CATEGORY DATA

Concentrates Conversions

Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2017-2022

Table 2 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2017-2022

Table 3 - Off-trade Sales of Concentrates by Category: Value 2017-2022

Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2017-2022

Table 5 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2019-2022

Table 6 - NBO Company Shares of Off-trade Concentrates: % Value 2018-2022

Table 7 - LBN Brand Shares of Off-trade Concentrates: % Value 2019-2022

Table 8 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2018-2022

Table 9 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2022

Table 10 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2018-2022

Table 11 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2022

Table 12 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2022-2027

Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2022-2027

Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2022-2027

Table 15 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2022-2027

Soft Drinks in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2022: Inflationary pressures drive price surges in on-trade and off-trade

The reopening of borders and a return to out-of-home lifestyles boosts both on-trade and on-the-go sales

Players leverage above the line marketing, partnerships, and new product developments

Players switch distribution to include wholesale that also serves end-consumers

Expansion of vending boost sales of on-the-go soft drinks

Pending expansion of the sugar tax expected to further impact soft drinks over the forecast period

MARKET DATA

Table 16 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 18 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 20 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 22 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 24 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 26 - Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 27 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 28 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022

Table 29 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022

Table 30 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 31 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 32 - NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 33 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 35 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 41 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 43 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027

Table 45 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Fountain sales in Malaysia

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SOURCES

Summary 2 - Research Sources

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