

# Alcoholic Drinks in Malaysia

<https://marketpublishers.com/r/A83FBBEDB2DEN.html>

Date: June 2023

Pages: 73

Price: US\$ 2,100.00 (Single User License)

ID: A83FBBEDB2DEN

## Abstracts

On-trade RTD volume sales continued to see solid growth in 2022, while off-trade sales only experienced minor growth. This was due to consumers returning to food service establishments following the lifting of all remaining COVID-19 restrictions in February 2022. Bacardi Breezer, Smirnoff Ice and Shaker continued to dominate the RTD landscape in Denmark as all three brands enjoy high levels of brand recognition, consumer loyalty, and wide distribution. However, new players continued to enter the...

Euromonitor International's Alcoholic Drinks in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Beer, Cider/Perry, RTDs, Spirits, Wine.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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