

## Asian Speciality Drinks in Malaysia

URL:	<a href="https://marketpublishers.com/r/AAE07909D38EN.html">https://marketpublishers.com/r/AAE07909D38EN.html</a>
Date:	February 23, 2018
Pages:	21
Price:	US\$ 990.00
ID:	AAE07909D38EN

In 2017, the poor performance of Asian speciality drinks was due to the decline in the performance of the economy, further worsened by the weakening of the currency. In order to boost sales, players revamped their packaging to create interest amongst consumers. For example, Fraser & Neave Holdings launched a new packaging design for its Seasons Grass Jelly, featuring a leaf. Similarly, Etika Beverages launched a new design of Chill Grass Jelly Drink. Both products also have clear labelling of le...

Euromonitor International's Asian Speciality 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 (2013-2017), 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, packaging or pricing issues. Forecasts to 2022 illustrate how the market is set to change.

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

### Why buy this report?

- Get a detailed picture of the Asian Speciality 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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