

## Asian Speciality Drinks in Malaysia

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During 2016, Malaysian consumers tended to choose Asian speciality drinks because of rising health consciousness among both young consumers and the elderly. Many Malaysians perceive these products as potentially beneficial to their health during hot days as they need to release some heat from their bodies. Thus, Asian specialty drinks increased in off-trade value by 3% in current terms in 2016 as sales reached MYR162 million.

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 (2012-2016), 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 2021 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.

### Table of Content

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Off-trade Sales of Asian Speciality Drinks: Volume 2011-2016

Table 2 Off-trade Sales of Asian Speciality Drinks: Value 2011-2016

Table 3 Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2011-2016

Table 4 Off-trade Sales of Asian Speciality Drinks: % Value Growth 2011-2016

Table 5 NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2012-2016

Table 6 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2013-2016

Table 7 NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2012-2016

Table 8 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2013-2016

Table 9 Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2016-2021

Table 10 Forecast Off-trade Sales of Asian Speciality Drinks: Value 2016-2021

Table 11 Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2016-2021

Table 12 Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2016-2021

Ace Canning Corp Sdn Bhd in Soft Drinks (malaysia)

Strategic Direction

Key Facts

Summary 1 Ace Canning Corp Sdn Bhd: Key Facts

Competitive Positioning

Summary 2 Ace Canning Corp Sdn Bhd: Competitive Position 2016

Fraser & Neave Holdings Bhd in Soft Drinks (malaysia)

Strategic Direction

Key Facts

Summary 3 Fraser & Neave Holdings Bhd: Key Facts

Summary 4 Fraser & Neave Holdings Bhd: Operational Indicators

Competitive Positioning

Summary 5 Fraser & Neave Holdings Bhd: Competitive Position 2016

Yeo Hiap Seng (m) Bhd in Soft Drinks (malaysia)

Strategic Direction

Key Facts

Summary 6 Yeo Hiap Seng (Malaysia) Bhd: Key Facts

Competitive Positioning

Summary 7 Yeo Hiap Seng (Malaysia) Bhd: Competitive Position 2016

Executive Summary

Soft Drinks Sees A Positive Performance During 2016

Rapid Growth Recorded in Rtd Tea

Fraser & Neave Holdings Bhd Leads Soft Drinks

Rising Health-consciousness of Consumers Drives New Product Development

Soft Drinks Is Expected To Register Slower Growth

Key Trends and Developments

Consumers Shift Between Soft Drink Categories

Modern Grocery Retailers Gain More Prominence in the Retail Distribution of Soft Drinks

Consumers Become More Price Conscious

Market Data

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2011-2016

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2011-2016

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2011-2016

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2011-2016

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2016

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2016

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2016

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2016

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2011-2016

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2011-2016

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2011-2016

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2011-2016

Table 25 Total Sales of Soft Drinks by Fountain On-trade: Volume 2011-2016

Table 26 Total Sales of Soft Drinks by Fountain On-trade: % Volume Growth 2011-2016

Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2012-2016

Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2013-2016

Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2012-2016

Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2013-2016

Table 31 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2016

Table 32 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2016-2021

Table 33 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2016-2021

Table 34 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2016-2021

Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2016-2021

Table 36 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2016-2021

Table 37 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2016-2021

Table 38 Forecast Off-trade Sales of Soft Drinks by Category: Value 2016-2021

Table 39 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2016-2021

Table 40 Forecast Total Sales of Soft Drinks by Fountain On-trade: Volume 2016-2021

Table 41 Forecast Total Sales of Soft Drinks by Fountain On-trade: % Volume Growth 2016-2021

Appendix

Fountain Sales in Malaysia

Trends

Sources

Summary 8 Research Sources

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