

Energy Drinks in Malaysia

<https://marketpublishers.com/r/E20B61CF2C3EN.html>

Date: February 2024

Pages: 27

Price: US\$ 990.00 (Single User License)

ID: E20B61CF2C3EN

Abstracts

Sales in energy drinks are only seeing modest off-trade growth, as the category has a fairly limited consumer audience and faces competition from other soft drinks. On the positive side, the revival of domestic and international travel helps to support sales via forecourt retailers and convenience stores, for example, as energy drinks provide concentration and alertness for those who are travelling and driving. Meanwhile, energy drinks are also consumed by people with busy schedules (eg students...

Euromonitor International's Energy 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

Get a detailed picture of the Energy 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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Euromonitor International
February 2024

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