

# Fortified/Functional Beverages in Malaysia

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## Abstracts

FF beverages continued to decline in retail volume terms in 2021 for the second year running. A major factor behind this was the sharp decline in sales seen by the dominant category of FF sports drinks. These products are used to rehydrate and replace lost electrolytes during and after exercise. With COVID-19 limiting access to gyms and sports clubs this resulted in a significant drop off in demand for FF sports drinks, with these locations also being key for marketing and sales of these product...

Euromonitor International's Fortified/Functional Beverages in Malaysia report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** FF Hot Drinks, FF Soft 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 Fortified/Functional Beverages 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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