

# Juice in Malaysia

<https://marketpublishers.com/r/J3B6F5941B2EN.html>

Date: February 2024

Pages: 29

Price: US\$ 990.00 (Single User License)

ID: J3B6F5941B2EN

## Abstracts

Off-trade volume sales are lower than those in on-trade channels in juice, albeit still remaining positive. Consumers with large families (at least four persons per household) tend to prefer liquid concentrates over juice, seeing such as offering better value for money due to being able to serve more people when diluted. Moreover, hoteliers and foodservice operators prefer liquid concentrates which are able to serve more consumers at a lower cost (compared to juice), while many variants have als...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

Get a detailed picture of the Juice 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.

## Contents

Juice in Malaysia  
Euromonitor International  
February 2024

### **LIST OF CONTENTS AND TABLES**

JUICE IN MALAYSIA  
KEY DATA FINDINGS

### **2023 DEVELOPMENTS**

Slower sales seen in off-trade channels, as consumers substitute liquid concentrates for juice

Players focus on new product launches and company collaborations to stimulate demand and strengthen their penetration

#### PROSPECTS AND OPPORTUNITIES

Juice set to be affected by the sugar tax, with price increases expected

Competitive landscape to gradually consolidate as players target their distribution channels

Players expected to organise frequent marketing campaigns to engage with consumers

#### CATEGORY DATA

Table 1 Off-trade Sales of Juice by Category: Volume 2018-2023

Table 2 Off-trade Sales of Juice by Category: Value 2018-2023

Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 4 Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 10 Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 11 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 12 Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

#### SOFT DRINKS IN MALAYSIA

#### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

## 2023 KEY TRENDS

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

### MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 31 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 32 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 33 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 34 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 37 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 38 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 39 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 40 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 41 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 42 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Malaysia

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Juice in Malaysia

Product link: <https://marketpublishers.com/r/J3B6F5941B2EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/J3B6F5941B2EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970