

# Malaysia Instant Coffee Market - Forecasts from 2020 to 2025

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## Abstracts

Malaysia instant coffee market is projected to be valued at US\$659.647 million by 2025. The popularity of white coffee in Malaysia and the increasing consumption of specialty instant coffee among the younger individuals is augmenting the demand for instant coffee. Although the Chinese migrants in Malaysia introduced white coffee, it has gained popularity and its consumption has increased owing to the fact that it is highly convenient and easy to prepare and can be consumed in offices or homes. The coffee was founded in Ipoh, Malaysia, and is made by roasting the coffee beans (that are preferred by the consumers) in palm oil and then adding condensed milk to it. In addition, the influence of western cultures and the ideas to save time and try new flavors and aromas have led to a major fraction of the adolescent population consuming specialty instant coffee either at home or in cafes. Thus, these factors are leading to an increase in the demand for the various types of instant coffee, which is leading to market growth.

Wide preference of tea is impeding the instant coffee market growth.

The consumption and the demand for tea, which is being generated by some of the individuals, has its roots in British culture. The BOH region in Malaysia is considered as one of the biggest tea-producing regions, that is about 70% of the tea that is consumed in the country is produced in this region. As about 61% of the population in Malaysia is Muslim, a majority of the individuals belonging to this group prefer drinking tea, among which the pulled tea or Teh Tarik is famous and is consumed when consumers are socializing and relaxing. Although tea consumption in Malaysia is not high as compared to other countries around the world, it still perceived to be a quite popular hot beverage of choice and thereby, acts as a substitute to instant coffee and hamper the market growth over the forecast period.

## Product Offerings by the market players in the Malaysian Instant Coffee Market

The offering of better and advanced varieties of instant coffee with enhanced flavor and aromas among others by existing and new players in different markets is estimated to lead to a rise in the consumption and augment the market growth further over the forecast period.

Some of the product offerings have been mentioned below-

Starbucks Coffee Company, which is among the most famous coffee chains globally, is also offering different blends and roasts of whole bean and instant coffee. They offer two types of instant in the Malaysian market. They offer their product called the “Starbucks VIA Colombia”. This product is a medium roast ready brew and it can be easily enjoyed at home can mimic the taste of a freshly brewed Starbucks coffee. It has been made using quality 100% Colombian Arabica coffee, which is sourced ethically, and is characterized by its nutty and balanced taste. The other product it offers is the “Starbucks VIA Italian Roast”. This product is a dark roast ready brew and it can be enjoyed in the comfort of the homes and has the same taste as a freshly brewed Starbucks coffee. This product is made using 100% Arabica beans, is Fairtrade certified, and has a roasty and sweet flavor profile.

## Segmentation

### By Type

Freeze-Dried Instant Coffee

Spray-Dried Instant Coffee

Others

### By Distribution Channel

Offline

§ Foodservices

## § Retail

Supermarket/Hypermarket

Convenience Stores

Others

Online

By Province

Kuala Lumpur

Penang

Ipoh

Others

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