

# Energy Drinks Market in Malaysia 2021

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## Abstracts

Energy drinks are widely promoted as products that increase energy and enhance mental alertness and physical performance. These drinks contain high levels of a stimulant ingredient, usually caffeine, as well as sugar and often supplements, such as vitamins or carnitine. A study by StrategyHelix indicates that the energy drinks market in Malaysia is expected to increase at a CAGR of 6.1% till 2027. Increasing popularity of various product offerings, growing consumer inclination toward reduced sugar & sugar-free beverages, increased promotional and advertisement strategies by the manufacturers are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for energy drinks. The Malaysia energy drinks market is segmented on the basis of product, end user, and distribution channel. Based on product, the energy drinks market in Malaysia is categorized into regular, sugar-free. The regular energy drinks segment captured the largest share of the market in 2020. On the basis of end user, the energy drinks market in Malaysia has been segmented into teenagers, adults, others. By distribution channel, the energy drinks market in Malaysia has been segmented into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others.

The competitive landscape of the industry has also been examined along with the profiles of the key players T.C. Pharmaceutical Industries Co. Ltd., Power Root (M) Sdn. Bhd., Taisho Pharmaceutical Holdings Company Ltd., Perniagaan Orang Kampung Sdn. Bhd.

### Report Scope

Product: regular, sugar-free

End user: teenagers, adults, others

Distribution channel: supermarkets & hypermarkets, specialty stores, convenience

stores, grocery stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Malaysia energy drinks market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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T.C. Pharmaceutical Industries Co., Ltd.  
Power Root (M) Sdn. Bhd.  
Taisho Pharmaceutical Holdings Company Ltd.  
Perniagaan Orang Kampung Sdn. Bhd.  
About StrategyHelix  
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