Hot Drinks Market in Malaysia 2021

Abstracts

Hot beverages such as tea and coffee are frequently served at temperatures near their brewing temperature. Consumption of hot drinks help in lowering stress and reducing the prevalence of various lifestyle related diseases such as blood pressure, obesity, and stress. A study by StrategyHelix indicates that the hot drinks market in Malaysia is expected to increase by US$ 317 million from 2021 to 2027, garnering a CAGR of 5.4% during the forecast period. Rising awareness among the young population regarding the health benefits of consuming hot drinks, changing lifestyles, increasing product availability and retail outlet 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 hot drinks. The Malaysia hot drinks market is segmented on the basis of product, and distribution channel. Based on product, the hot drinks market in Malaysia is categorized into coffee, tea, others. The coffee segment held the largest share of the Malaysia hot drinks market in 2020 and is anticipated to hold its share during the forecast period. On the basis of distribution channel, the hot drinks market in Malaysia has been segmented into supermarkets & hypermarkets, groceries, online retailing, others. In Malaysia, the groceries segment made up the largest share of the hot drinks market.

The competitive landscape of the industry has also been examined along with the profiles of the key players Nestle S.A., Power Root (M) Sdn. Bhd., Unilever PLC.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the hot drinks market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: coffee, tea, others

Distribution channel: supermarkets & hypermarkets, groceries, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Malaysia hot drinks market

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

Pinpoint growth sectors and trends for investment

Contents

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