



Euromonitor
International

Wine in Malaysia

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Static volume growth observed due to threat of substitutes and lifestyle changes

Australian wine is increasingly popular due to strong publicity, promotions and wide availability

Retail channel exhibits dominance in the wine sector

PROSPECTS AND OPPORTUNITIES

Cocktail culture to fuel growth of fortified wine and vermouth

Wine subscription and loyalty programmes anticipated to boost recurring wine sales and consumer engagement

Zero-alcohol wine poised for growth amid health and wellness trends

CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2019-2024

Table 2 - Sales of Wine by Category: Total Value 2019-2024

Table 3 - Sales of Wine by Category: % Total Volume Growth 2019-2024

Table 4 - Sales of Wine by Category: % Total Value Growth 2019-2024

Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2019-2024

Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2019-2024

Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2019-2024

Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2019-2024

Table 10 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2019-2024

Table 11 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2019-2024

Table 12 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2019-2024

Table 13 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024

Table 14 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024

Table 15 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2021-2024

Table 16 - GBO Company Shares of Champagne: % Total Volume 2020-2024

Table 17 - NBO Company Shares of Champagne: % Total Volume 2020-2024

Table 18 - LBN Brand Shares of Champagne: % Total Volume 2021-2024

Table 19 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024

Table 20 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024

Table 21 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2021-2024

Table 22 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024

Table 23 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024

Table 24 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2021-2024

Table 25 - GBO Company Shares of Non-grape Wine: % Total Volume 2020-2024

Table 26 - NBO Company Shares of Non-grape Wine: % Total Volume 2020-2024

Table 27 - LBN Brand Shares of Non-grape Wine: % Total Volume 2021-2024

Table 28 - Forecast Sales of Wine by Category: Total Volume 2024-2029

Table 29 - Forecast Sales of Wine by Category: Total Value 2024-2029

Table 30 - Forecast Sales of Wine by Category: % Total Volume Growth 2024-2029

Table 31 - Forecast Sales of Wine by Category: % Total Value Growth 2024-2029

Alcoholic Drinks in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 32 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 33 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024
Table 34 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024
Table 35 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024
Table 36 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024
Table 37 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024
Table 38 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024
Table 39 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024
Table 40 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029
Table 41 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029
Table 42 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029
Table 43 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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