



Wine in Malaysia

July 2024

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2023 DEVELOPMENTS

On-trade sales of wine continue to recover in 2023 but economic pressures put the brakes on growth

Off-trade volume demand experience flat growth in 2023

Wine players rationalise their portfolios and limit promotions in 2023

PROSPECTS AND OPPORTUNITIES

Wine price to grow with expected disruptions in freight route for European imports

Local distributors are predicted to expand their distribution reach while e-commerce could stake a stronger share in the market

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Alcoholic Drinks in Malaysia - Industry Overview

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On-trade vs off-trade split
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Advertising
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