



Beer in Malaysia

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising disposable incomes and tourist rebound drives growth in beer
Marketing campaigns often focus on bringing together music lovers and beer drinkers, with free sampling as the core strategy
On-trade settings are popular for beer consumption, while hypermarkets lead the off-trade channel due to their price advantage

PROSPECTS AND OPPORTUNITIES

Economy and mid-priced lager to experience positive growth as premium lager loses traction
Craft beer accelerates the premiumisation trend
Low and non-alcoholic beer expected to see high growth from low base

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Alcoholic Drinks in Malaysia - Industry Overview

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

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DISCLAIMER

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