



Beer in Malaysia

July 2024

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Beer in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Beer sales come under pressure in 2023 as consumers face mounting economic pressures
Heineken and Carlsberg go head to head with bold new marketing campaigns focused on local pride
Craft beer emerges in the on-trade channel in 2023 with local breweries looking to get a foothold in the market

PROSPECTS AND OPPORTUNITIES

Local players expected to benefit from the government's commitment to tougher enforcement of smuggling activities
More bars and pubs likely to open as players look to drive beer sales through the on-trade channel
Unit prices could rise but Heineken and Carlsberg likely to retain their dominant position in beer

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